



|                     |   |
|---------------------|---|
| Dates               | July 7 <sup>th</sup> to July 11 <sup>th</sup> , 2025    |
| Nomination Deadline | April 1 <sup>st</sup> , 2025                            |
| Time Slots          | Track 01: 8 am to 12:20 pm<br>Track 02: 2 pm to 6:20 pm |

| Course                           | Description  | Professor |
|----------------------------------|--|-----------|
| Product Management<br>(track 02) | Students will explore the entire product management challenge in a way that goes beyond the typical MBA product marketing and brand management course with emphasis on managing products and services. The course provides an in -depth exposure to the analyses, decisions, and implementation issues relevant to a typical product manager and prepares students for their first |           |

Global  
Consumer  
Behaviour:  
Understanding  
Consumer  
diversity in the  
marketplace

(track 02)

'Global Consumer Behaviour' is a comprehensive course that has been meticulously designed to cater to the needs of professionals working or interested in working at an international level. The course content is structured to provide a deep understanding of the complexities of consumer behaviour in a global context. We begin with an exploration of cultural influences on consumer behaviour. We delve into how societal norms, values, and customs across different cultures shape consumer preferences and decision-making processes. This understanding is crucial for executives looking to tai

| Course   | Description   | Professor                         |
|--|---|-----------------------------------|
| Leadership and Negotiation: Lessons from Great World Leaders<br>(track 01) | Great leaders throughout history have shaped the world not just through their vision, but through their ability to negotiate in complex and high-stakes environments. Leadership and Negotiation: Lessons from Great World Leaders is a dynamic course that combines leadership theory with negotiation strategies, drawing on the inspiring examples of renowned world leaders. Participants will explore how figures like Nelson Mandela, Lech Walesa, Angela Merkel, or Henry Kissinger navigated some of the most challenging negotiations of their time, using these lessons to enhance their own leadership and negotiation capabilities. The course blends historical case studies with interactive exercises, allowing students to apply leadership-driven negotiation tactics in real-world scenarios. | Remigiusz Smolinski               |
| Strategic Negotiation Performance<br>(track 02)                            | In today's competitive business landscape, negotiation skills are essential for driving success. Strategic Negotiation Performance is an advanced practice-oriented course designed to equip students with cutting-edge strategies and experience in high-stakes negotiations. Through a combination of interactive lectures and hands-on exercises, participants will develop the skills needed to succeed in real-world negotiation scenarios.  | 468.58 420.53 67.704 205.01 re Wf |

| Course  | Description  | Professor |
|---|--|-----------|
| Investment<br>Valuation<br>with Real<br>Options<br>(track 02) | This course opens with a review of the complex and ambiguous nature of valuation in strategic decisions in 652(n t)179(d)-3(e7(hnova |           |

Course



|   |  |                               |
|---|--|-------------------------------|
| <p>Business<br/>Models<br/>Revitalization<br/><br/>(track 01)</p> | <p>Innovative businesses are using a range of novel digital technologies to invent new business models and delight customers with convenience, high quality, and low prices. This wave of technology is fuelling disruption transforming many industries. Business success is rarely a function of technology alone, but is based on creating, delivering, and capturing value and differentiation. This course combines theoretical frameworks and practical approaches to answer the question: how can companies revitalize their business models to achieve competitive advantage by providing unique digital content, an exceptional customer experience, and a superior digital experience?</p> | <p>Ramiro<br/>Montealegre</p> |
|---|--|-------------------------------|

|   |  |  |
|---|--|--|
| <p>Business<br/>Intelligence<br/>for Managers<br/><br/>(track 02)</p> | <p>In times of rapid change and the increasing complexity, like the present, companies must learn swiftly, make smarter decisions, and ultimately create value. Business intelligence is an area of business administration that combines analysis facilitated by technology with business knowledge and human judgment to support and improve decision making. Many companies around the world are embarking on initiatives supported by technologies such as big data, business analytics, cloud computing, and the internet - of- things. However, they often view these initiatives as purely technological issues. There is a critical lack of managers who</p> |  |
|---|--|--|

| Course   | Description   | Professor |
|--|---|-----------|
| <p>Strategic<br/>Management<br/>of Innovation<br/>and<br/>Technology</p> <p>(track 01)</p> | <p>This course is designed to provide insights into how businesses can manage creative people, projects, and departments in close connection with product and service innovation. The course emphasizes the development of new products and the evaluation of projects with radical versus incremental innovation. In addition, students will understand organization</p> |           |







|                         |   |
|-------------------------|---|
|                         | <p>Award, the Joseph Frasca Excellence Award, the Graduate Professor of the Year Award, and the MBA Professor of the Year Award.</p>  |
| <p>Otmar<br/>Varela</p> | <p>Dr. Otmar Varela earned a Ph.D. with a concentration in organizational behaviour from Tulane University. He is currently a professor of management with the University of Arkansas at Little Rock. Dr. Varela's research deals with the development of managerial skills, the effectiveness of pedagogical interventions, and professional careers in academe. Dr. Varela's teaching involves distinct aspects of organizational behaviour (e.g., leadership, teams). His passion for teaching has been recognized via teaching awards at his current post and at schools abroad. Of note, Dr. Varela has served as a visiting faculty in nine business schools in South America, North America, and Europe.</p> |

