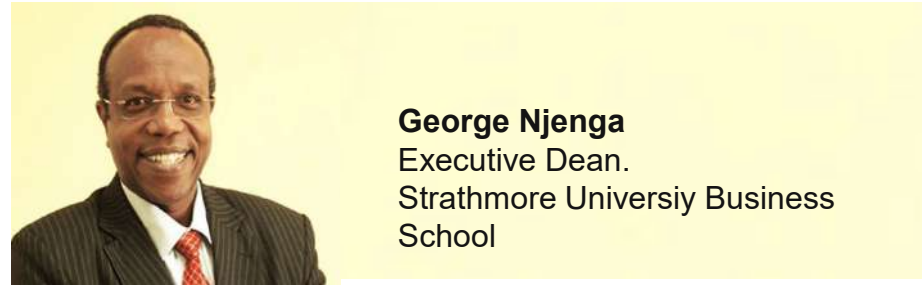




EMBA 2023. Electives.

Faculty & Content

■ Nairobi. 28 Aug – 2 Sept 2022



Inside Africa

This course will introduce you to the reality of doing business in Africa. The African continent has been always considered the bandwagon of economic development and hence, it has been overlooked in the agenda of companies and businessmen from developing economies. However, a more accurate reality shows that the continent has potential – still small but growing, nevertheless - to develop new ideas and successful business models. A business potential that will hopefully put the continent on a sustainable path of economic growth, and that will make countries more independent of financial aid and donations.

The main objective of the course "Doing Business in Africa" is to help students experience in-situ this potential and expose them to the opportunities and challenges that Africa presents to business leaders. Some notions of World geopolitics as they affect Africa will also be discussed.

Sao Paulo. 28 Aug – 2 Sept 2022



Doing business in Brazil

This course will provide students with a framework to evaluate the business attractiveness of a country and provide the resources to answer related questions in the Brazilian context. Is Brazil an attractive place for business? In this course, students will be given the tools and resources to answer whatever variation of this question most interests them. Should my company sell our products in the Brazilian market? Should I start a company in Brazil? Could I have a successful career as an executive in a Brazilian company? Should my company buy from Brazilian suppliers?

The purpose of this course is to provide students with a framework to help them evaluate the attractiveness of a new country from various business perspectives. To practice combining various types of information (e.g.: quantitative data, external reports, personal interviews, etc.) into a consistent evaluation of a business opportunity.



Marketing in Latam

This course aims to provide an understanding of some of the key underpinnings of the practice of marketing in Latin America and how companies can address them. Marketing management consists of the process of creating, capturing, communicating and sustaining value for the firm's selected customers. Does this have any particular connotations in Latin America? The context naturally plays a key role when defining appropriate market strategies and companies have learned – sometimes the hard way – how to identify, anticipate and serve customer and consumer needs in these economies.

The purpose of this course is to go beyond the purely circumstantial “flavor of the month” approach and discuss and understand some of the underlying issues and peculiarities of marketing practice in Latin America in order to propose criteria companies can use to address them.

■ New York. 17-21 Oct & 24-28 Oct 2022



Capital Markets

The objectives of Wall Street are four-fold:

- To understand the main markets and their products.
- To get an insight into the theoretical backbone of those products.
- To apply techniques and strategies to present-day situations.
- To gain a better understanding of how financial markets work and how they affect our daily lives. The final purpose of this course is to make you think and approach financial markets with a professional frame of mind.



Innovation & Entrepreneurship

In this course we will have a 360º view of the Innovation & Entrepreneurship ecosystem in NY. Understanding new business model that are growing in this market would let us discover those elements that foster the innovation. Close and deep conversations with entrepreneurs and investors will be part of this journey. All this approach will keep a double perspective that would bring practical insights not only for those who are thinking about starting a new business but also for those who collaborate in big corporations where innovation should be part of a new DNA to success.

■ Israel. 17-21 Apr & 24-28 Apr 2023



Emerging Economies

EMECO is an economics course that analyzes the economic challenges of emerging economies. The aim of this course is to develop the analytical skills required to understand current issues and policy debates regarding emerging markets. To achieve this goal the course provides a blend of theory and policy discussions. Theoretical analysis will pinpoint relevant variables and their interaction, while policy discussions will apply the analytical tools to real world events and problems.

At the end of the course, you will be able to critically assess the impact of macroeconomic policies, regulatory environments, rules of laws, institutions on countries' growth and development..



Understanding a unique Innovation Society: Israel

Israel holds the highest number of start-ups per capita than any other country in the world, and is third only to the U.S. and China (countries with population numbers dozens of times its size) in the number of tech companies listed on the U.S. Nasdaq. The nation has become one of the world's most advanced and innovative countries despite the numerous geopolitical challenges that it faces. What are some of the pillars that have helped foment this extraordinary innovation among Israelis, as well as spawned Jewish accomplishments throughout history? In this elective we will dig dip to learn about the roots of Israel's innovation society – by meeting leading academics, business experts, government leaders, and young entrepreneurs who have played a central role in creating modern Israel.

Barcelona. 1-5 May 2023



Sustainability

Strategy and sustainability is a course that deals with two issues. One is how business is responding to the challenge of environmental sustainability at the strategic level. The other is to explore what strategic options exist for companies.

The objective of the course is to prepare students to either play an active role in guiding the response of industrial and service companies to sustainability or to help develop strategy for firms and institutions involved with the issue.



Management Control

In this course, you will learn how to compete more successfully by implementing powerful performance measurement and management control systems. With a deeper understanding of strategy communication, accountability, and organizational design, you will emerge fully prepared to drive performance and growth in any economy.

It slightly builds on some of the topics covered in Managerial Accounting, but it goes much beyond them, focusing on the design and use of the systems, its impact on people and, even more, how they can help companies execute the strategy.

Madrid. 5-12 May 2023



Digital Marketing

During the course, all participants will discuss how to create a solid digital marketing strategy, understanding.

You will learn about the digital tools that could help companies to attract new clients and build Brand awareness.

At the same time, you will have the opportunity to understand the opportunities and stoppers that companies are facing during this marketing/digital transformation.

Fintech

The course aims to provide students with a comprehensive understanding of the Fintech revolution, the nature and dynamics of the main technological advances and financial innovations, the role played by data and analytics, and the opportunity therein.

Students will learn how market inefficiencies offer interesting entry points to Fintech players, and how to detect these new opportunities and creatively incorporate the new technologies and analytics into entrepreneurial projects.

■ Munich. 15-19 May 2023



Driving digital transformation Industry 4.0

The objective is to provide students with a better understanding of the ongoing revolution in industry, as well as its implications for business from a general management perspective. The course accelerates the participants' knowledge journey by helping them address their current and future issues on this respect. Learning outcomes include:

- Understand the managerial implications of new technologies such as 3D printing, sensors and collaborative robots
- Discuss the potential impact these – and other Industry 4.0 connected technologies – can have on industrial companies and their business models
- Gain an understanding on how these technologies will evolve in the coming years.



Artificial intelligence

In this program, we will focus on understanding how to work with AI and compete with AI. We will cover frameworks on how to find, plan, and implement AI applications and how to think about the transformation of your entire business, from its organization to its business model.

The evidence is also increasingly clear that the key challenges in the adoption of AI are managerial more than technical: planning applications for business impact, building AI capabilities in the organization, and designing AI-driven business models. These challenges will be discussed during the course