

Overview of Electives

EMBA 25

Nairobi
Inside Africa



São Paulo
Marketing in LATAM
& Energy Transition



New York
Wall Street &
Entrepreneurship



Shanghai
Geopolitics &
Operations



Madrid
Digital Marketing
& Management Control



Barcelona
Sustainability &
Artificial Intelligence



Munich
Industry 4.0 &
Power and Influence



Nairobi

August



26-30.08.2024

Doing Business in 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.

The main objective of the course is to help students experience in-situ this potential and expose them to the opportunities and challenges that Africa presents to business leaders.

São Paulo

August



26-30.08.2024

Energy Transition

The energy sector is going through the most dramatic transformation of the last 100 years, and 750 billion USD are invested every year to radically change how electricity is produced, distributed and consumed. Technology, regulation and fundamentals are changing and private equity, infrastructure funds and startups are increasingly taking the place of traditional utilities and Brazil has a key role in this new world. This module will explore how companies and their leaders are responding to this change with real case studies and guest speakers, in order to understand current outlook, trends and strategies in the energy sector.

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.

New York

October & April



14-18.10.2024
21-25.10.2024
21-25.04.2025

Wall Street

The objectives of this course are understanding the main markets and their products, getting an insight into the theoretical backbone of those products and applying techniques and strategies to present-day situations. The final purpose of this course is to make you think and approach financial markets with a professional frame of mind.

Innovation & Entrepreneurship

This course allows for understanding what it takes to structure and organize an open innovation activity, including a deep dive on the different Corporate Venturing mechanisms (i.e., a venture client, a venture builder, an accelerator, etc). In parallel, the course explores the different agents in an entrepreneurial ecosystem that support and enhance corporate venturing. We will explore the capabilities, structure, and incentives for corporations to collaborate with technological centers, accelerators, and other enablers.

Shanghai

April & May



21-25.04.2025
28.04.-02.05.2025

Operations

This course aims to achieve the following key objectives:

Develop a nuanced understanding of China and its people, culture, business leadership, and markets; enhance cross-cultural awareness; assess competitive advantages of data driven business models, platform economy, sustainable mobility, and innovation; and understand the innovation and entrepreneurship ecosystems.

Global Strategy in a Multi-Polar Age

The objective of the course will be to equip students with the tools, techniques needed to formulate strategy in the complex world we are living in as well as a broad based understanding of the major geopolitical faultiness which appear to be emerging.

Over the last 40-50 years, the international business community has enjoyed a period of extraordinary international expansion that is commonly called *globalization*. Besides, the international order is gradually breaking down into what many observers call a multi-polar world where the US will have to compete for influence with China, Russia and India, as well as a number of smaller but also critically important players on the world stage.

Madrid

May



05-09.05.2025

Digital Marketing

During the course, all participants will discuss how to create a solid digital marketing strategy. We will learn about the digital tools that could help companies to attract new clients and a 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.

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.

Barcelona

May



12-16.05.2025

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.

Artificial Intelligence

In this course 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.

Munich

May



19-23.05.2025

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.

Power and Influence in Organizations

Managers often neglect the role that politics play in organizations. Nevertheless, power is a dominant force for change in corporations and society. Learning how to map and navigate the political terrain is therefore as critical to success as developing and demonstrating technical competence in one's work. This course examines three principle components of power: the origins of power, the ways in which sources of power can be developed, and finally, how to leverage power to increase individual influence and promote change in organizations.