

# Executive Education Calendar

February 2026 -  
December 2026



LEARN WHAT MATTERS:

**STAY AHEAD OF THE  
CURVE AND OUTPACE  
THE COMPETITION**



# About Luxembourg School of Business

At the crossroads of Europe, the leading business school in Luxembourg is the reflection of the country itself: an innovative place welcoming people from all over the world, and working together for a better future.



✓ Luxembourg's only business school accredited by the Ministry of Research and Higher Education.

✓ Faculty affiliated with top-ranked institutions including Cornell, Harvard Business School, ESADE, and Bocconi.

✓ Member of AACSB, the leading global business education network.

✓ Erasmus Accredited, the world's most successful student exchange program.



[www.luxsb.lu](http://www.luxsb.lu)

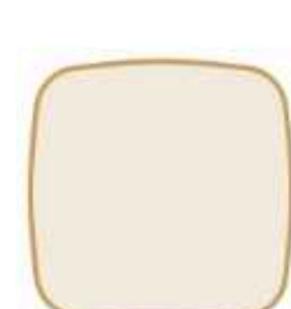
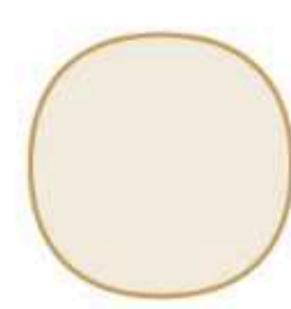
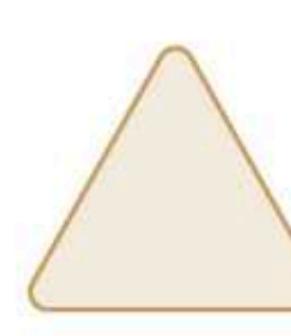


# Our Catalogue at a glance

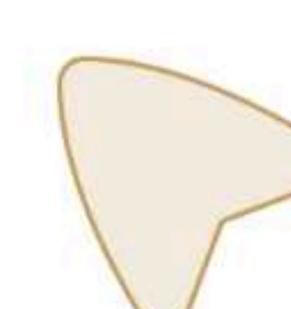
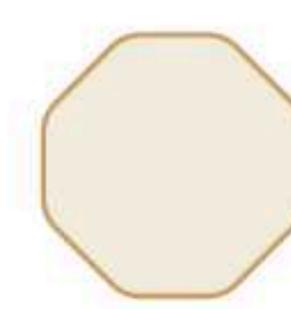
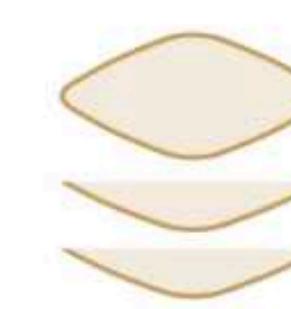
Executive Education 03

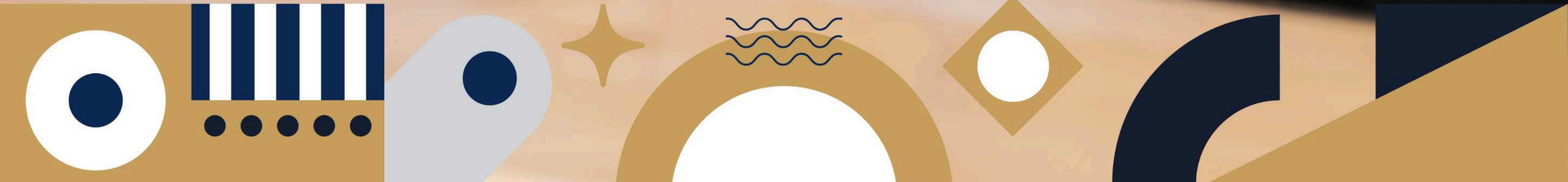
Course Title	In one line...	Level	Theme
Finance for Non-Finance Professionals	Make better business decisions through understanding and interpreting financial statements	□ ○ ▲	★
Compliance for Financial Decision-Makers	Take financial decision-making beyond meeting requirements to a strategic advantage	○ ▲	★
Managing in a VUCA World	Translate uncertainty into advantage with a scientific approach to strategic decision-making	□ ○	★
Modern Supply Chain Management	The operation of modern supply chains in a changing geo-political world	○ ▲	★
Project Delivery for Non-Project Managers	Accelerate delivery with the fit-for-purpose tools from agile and traditional project management	○ ▲	★
Crafting and Implementing Strategy	Discover how successful companies changed the business world through application of strategic concepts	□ ○	★
Women in Leadership	Build a personal action plan for the modern workplace based on your authenticity and femininity	○ ▲	▢
Impactful Communication and Presence	Communicate powerfully by practicing the techniques needed for modern workplace	△	▢
Effective Decision Making for Leaders	Get better decisions by avoiding the traps caused by the biases within all individuals and groups	○ ▲	▢ ⚒
Unlock Your Potential	Achieve your career goals by identifying and building on your strengths	○ ▲	▢
Mental Health and Resilience	Create resilience and a healthy culture by addressing stress and building self-care plans	○ ▲	▢ ⚒
Mastering Conflict Management	Convert conflict into a catalyst for innovation and improvement	○ ▲	▢ ⚒
The Manager's Toolbox	The essential approaches all managers need at their disposal	△	▢
International Management	Leading teams of different nationalities without getting lost in translation	○ ▲	▢
Building High Performance Teams	Harnessing team dynamics to maximise collaboration and performance	○ ▲	▢
Managing Across the Performance Spectrum	Improving performance for your whole team, from the tough conversations to the rock stars	△	▢
Leading Change	Turn your vision into reality with strategies to overcome resistance and create motivation	□ ○	▢
Creating a Culture of Psychological Safety and Trust	The behaviours, practices, and interactions to help your organisation operate without fear	□ ○	✚ ⚒
Inter-generational Leadership	Improve team collaboration and communication through data-driven analysis of generational attitudes to work	○ ▲	✚ ⚒
Productivity for Industry 4.0	Increase productivity of knowledge workers by eliminating the inefficiencies created by digital tools	○ ▲	▢ ⚒
Business Intelligence & Analytics	Leverage your data for insights and improved business decisions	○ ▲	▢
Innovating for Growth in the Virtual Age	Creating innovative strategies in the era disrupted by AI, blockchain, AR/VR and social networks	□ ○	▢ ◇
Hands-On Generative AI in Action	Master Generative AI to drive immediate business impact	○ ▲	▢
Strategic Generative AI for Business Leaders	Responsibly leverage GenAI for competitive advantage in the emerging regulatory environment	□ ○	▢
Digital Transformation Strategy	Develop a roadmap for innovation management and implementation of digital platforms	□ ○	▢
Strategy in Innovation	Create an environment for disruptive innovation and capture the emerging opportunities	□ ○	▢
Managing Risks in the Energy Transition	Make decisions for your business in light of the transition from fossil fuels to green technologies	□ ○	▢
Neuromarketing in Action	Leverage neuroscience and psychology to improve customer experience, engagement and business results	○ ▲	◇
Negotiation: Strategies and Techniques	Optimise and influence outcomes by designing, managing and executing negotiations	○ ▲	◇
Cross-Cultural Negotiation	Improve negotiation techniques through consideration of the cultural attitudes of the interested parties	□ ○ ▲	◇
Negotiating With Difficult People	Practice the techniques used by hostage negotiators and peace-makers for better negotiations	□ ○ ▲	◇
Sales Management	Comprehensive frameworks and strategies to motivate, support and maximise sales team effectiveness	○	▢ ◇
Client-Centric Sales Techniques	Fundamental techniques to help salespeople delight their customers	△	◇

## Choose your level:

	<b>Lead without limits</b> Senior executives who set the culture and prepare their organizations for future success
	<b>Scaling your leadership</b> Experienced managers making the step to manage managers and lead organizations
	<b>Mastering your leadership</b> High performing individual contributors or managers of teams who want to get best from their teams and themselves

## Choose your theme:

	<b>Core leadership</b> Essential leadership and managerial skills and competencies		<b>Leading yourself</b> Achieve your goals by maximizing your potential
	<b>Leading in industry 4.0</b> Technology is changing the way we work, and the way leaders need to lead		<b>Leading your team</b> Great leaders inspire and support others to deliver great things
	<b>Post-pandemic leadership</b> The working world changed during the pandemic, and leaders need to change with it		<b>Leading beyond</b> Maximize your impact with customers, clients and stakeholders



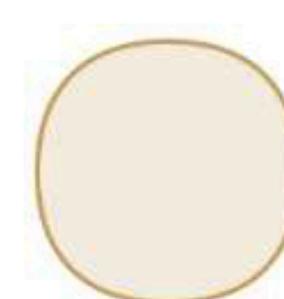
Course Title	Level	Date
Modern Supply Chain Management	▲	10 - 11 February
Creating a Culture of Psychological Safety and Trust	○ □	27 February
Innovation for Growth in the Digital Era	○ □	2 - 3 March
Hands-On Generative AI in Action	○ △	4 - 5 March
The Manager's Toolbox	▲	12 - 13 March
Women in Leadership	○ △	19 - 20 March
Productivity for Industry 4.0	○ △	24 April
Cross Cultural Negotiation	□ ○ △	29 - 30 April
Communication for Leaders in the Modern World	□ ○ △	6 - 7 May
Engaging Customers in the Digital Era	○ △	19 - 20 May
Negotiation Strategies and Techniques	○ △	20 - 21 May
Building High Performance Teams: Harnessing Team Dynamics	○ △	9 - 10 June
Effective Decision Making for Leaders	▲	10 - 11 June
Managing Across the Performance Spectrum	○ △	12 June
Unlocking the Power of Business Intelligence and Analytics	▲	30 June - 1 July
Neuromarketing in Action	○ △	24 September
Strategic Generative AI for Business Leaders	□	29 September - 1 October
Engaging Customers in the Digital Era	○ △	15 - 16 October

## Choose your level:



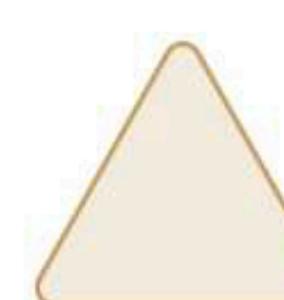
### Lead without limits

Senior executives who set the culture and prepare their organizations for future success



### Scaling your leadership

Experienced managers making the step to manage managers and lead organizations



### Mastering your leadership

High performing individual contributors or managers of teams who want to get best from their teams and themselves

Our course fees are structured based on duration:

1-day courses

**850 €**

2-day courses

**1,450 €**

3-day courses

**2,250 €**



# Modern Supply Chain Management

The operation of modern supply chains in a changing geo-political world

10 - 11 February 2026

From 9:00 to 17:00

Level:  

## Overview

Supply chain management enables to match the supply side and the demand side of your business model. The demand pattern is actually volatile and this is a challenge to predict the demand. Commercial activities, introduction of new products, uncertainty and volatility make the demand forecasting a complicated exercise. The supply pattern related to the sourcing of raw materials, parts and the production in house is as well volatile. Nevertheless, connecting the supply and the demand is a must. This course focuses on value and performance creation, and addresses the 3 complementary levels of any supply chain model: strategic design, tactical monitoring and operational excellence.



## Program Objectives

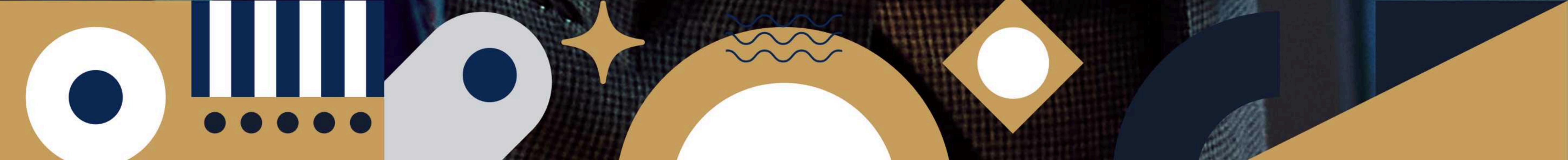
- Use supply chain management as a business value creation leverage (customers satisfaction, cost, cash, ROCE, sustainability).
- Capture the drivers of designing a supply chain model including geopolitical context.
- Learn how to design a supply chain model (value equation and performance of SC operating model).
- Be able to implement a S&OP (Sales & Operations Planning) and S&OE (Sales and Operations Execution).

## Who should attend

- Leaders who have the vision to use SCM to monitor their business.
- SC Managers who want to update their knowledge in SCM.
- SC Managers who want to understand how to convince CXOs to use SCM as a business leverage.

## Faculty

Michel Fender is a Senior Advisor who has been developing over more than 30 years two main activities he considers as complementary: advising and lecturing, in Supply Chain Management (SCM), Operations and Logistics. In the field of academia, he has been Associate Dean for Executive Education at ESSEC, Dean, and President of the School of International Management at Ecole des Ponts ParisTech and co-founded MBA programs in Japan, China, Argentina, and India.



# Creating a Culture of Psychological Safety

Executive Education 08

The behaviours, practices, and interactions to help your organisation operate without fear

27 February 2026

From 9:00 to 17:00

Level:

## Overview

The “Creating a Culture of Psychological Safety and Trust” workshop provides leaders and HR professionals with a deep dive into the critical role of psychological safety and trust in the workplace. Participants will explore how these elements contribute to an open, innovative, and resilient organizational culture. The workshop offers practical strategies for leaders to foster environments where employees feel safe to express ideas, take risks, and communicate without fear of negative consequences. Through interactive sessions, attendees will learn how to model behaviors that build trust and embed psychological safety into daily team interactions and organizational practices.



## Program Objectives

- Implementing Cultural Change: Develop a roadmap for institutionalizing psychological safety and trust across the organization, including immediate actions and long-term initiatives.
- Enhancing Communication: Improve communication skills to facilitate open dialogues, encourage respectful dissent, and respond constructively to feedback and failure.
- Practical Strategies for Leaders: Acquire actionable tools and techniques to embed psychological safety and trust into team dynamics and organizational culture.
- Identifying Barriers: Identify common barriers to psychological safety within organizations and learn strategies to overcome them.
- Leadership’s Role in Cultivation: Recognize and embrace the pivotal role leaders play in fostering an environment of psychological safety and trust.
- Understanding Psychological Safety and Trust: Gain a comprehensive understanding of psychological safety, its importance in the organizational context, and how trust serves as its foundation.

## Who should attend

- This workshop is designed for: All leaders and managers with line management responsibility.
- Executives, and human resources professionals who are responsible for shaping and influencing organizational culture at an enterprise level.

## Faculty

Dr. Mirna Korican Lajtman is a Professor at the Luxembourg School of Business and the Zagreb School of Economics and Management. With over two decades of expertise, she has provided strategic consulting to prestigious organizations, including the European Investment Fund, MOL, PwC, TEVA and Samsung. She has directed MBA programs, contributed to various EU projects, and lectured at institutions such as St. Ambrose University (USA), John Carroll University (USA), ESB Business School (Germany), and Vilnius University (Lithuania), among others

# Innovation for Growth in the Digital Era

Executive Education 09

Creating innovative strategies in the era disrupted by AI, blockchain, AR/VR and social networks

2 - 3 March 2026

From 9:00 to 17:00

Level:

## Overview

New technologies are dramatically changing the business landscape and challenging management to redefine strategies for business growth. This class focuses on exploring the impact of leading technologies such as AI, Blockchain, AR, VR and Social Networks, among others, in the business strategy. We will connect this change to strategy models in the areas of business model transformation, technology adoption, customer engagement and change management.

The class is organized around four workshops, where we will work with a transformative technology, a business framework, and a real company case. As an example, in one of the four workshops, the Business Model Transformation workshop, we will use the exponential organizations framework to explore the impact of technologies such as blockchain in the business model of a company like Nike.



## Program Objectives

- Be able to define a vision and business strategy in this new, disruptive environment.
- Understand the impact on business strategy of leading technologies such as AI, blockchain, Virtual reality, social networks, among others.
- Be familiar with key challenges that today's business leaders face.

## Who should attend

This course is designed for C-level and functional managers seeking to adapt their strategies to the digital era. By the end of the course, participants will have a comprehensive understanding of the impact of leading technologies on business growth.

## Faculty

Pau Virgili is a professor, entrepreneur, and consultant, with a passion for how technology is transforming marketing strategy and consumer behaviour. He brings to class a variety of experiences from his work with HP, Coca-Cola, Apple, Nike, several successful startups, and a solid conceptual framework. Pau was General Manager of Marketing for HP Consumer Products Europe, Middle East, and Africa, where he and his team built the first cross-product line HP retail go-to-market, from Brand strategy to retail execution.

As an entrepreneur, Pau has launched several successful companies in the areas of Mobile Business, online Marketing, and advertising: Summa Branding, Loopy Messenger, Viko, Mubiquo, among others.

He contributes as an independent consultant, thinker, and facilitator to companies such as Coca-Cola, HP, Nike, Total, Nestlé, to better engage with their customers.

He is currently a Professor at ESADE Business School, Rotterdam School of Management and Luxembourg School of Business, teaching "New Marketing Strategies for the digital age" at the MBA and EMBA degrees. Pau holds an MBA from the University of Chicago, and he is the co-author of the book "La reconciliación con el consumidor". Pau has lived and worked in more than 20 countries.

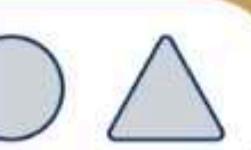
# Hands-On Generative AI in Action

Executive Education 10

Master Generative AI to drive immediate business impact

4 - 5 March 2026

From 9:00 to 17:00

Level: 

## Overview

Generative AI is rapidly reshaping the business landscape. This intensive, hands-on course moves beyond the hype, equipping managers and professionals with the practical skills to leverage GenAI effectively. Participants will dive deep into essential tools (like Poe, Perplexity, NotebookLM, n8n, Replit), master prompt engineering, and apply GenAI to real-world business challenges like content creation, data analysis, workflow automation, and strategic decision-making. The focus is on immediate applicability, enabling participants to return to their organizations ready to implement GenAI solutions responsibly and strategically.



## Program Objectives

- Analyze GenAI's transformative impact on marketing, operations, HR, and R&D.
- Apply GenAI tools hands-on for specific business tasks: content generation (text, image, voice, video, avatar, virtual world), data analysis insights, and workflow automation ideas.
- Master prompt engineering techniques to communicate effectively with GenAI models and achieve desired outputs.
- Understand core GenAI concepts, key models (e.g., GPT, Claude, Qwen, Deepseek), and the current landscape of practical tools.

## Who should attend

Middle managers, team leaders, department heads, project managers, entrepreneurs, business analysts, consultants, and any professional seeking practical, hands-on skills to leverage Generative AI tools effectively in their daily work and contribute to strategic AI adoption within their organization.

## Faculty

Dr. Shubin (Lance) Yu is an Associate Professor at HEC Paris. With prior faculty positions at BI Norwegian Business School and Peking University, his research focuses on how GenAI transforms business communication, consumer interaction, and strategic decision-making. Passionate about translating cutting-edge insights into real-world impact, Shubin designs and delivers high-impact executive courses on GenAI applications for leading business schools and corporations. He is also the founder of GAIforResearch.com, promoting responsible AI in research, and MimiTalk.app, a pioneering AI tool for automated interviews.



“

Useful application of theoretical concepts and great ability to teach from the lecturer

”

**Dr. Patrick Beschorner**

*Corporate Development and Strategy  
Encevos*

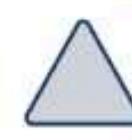
# The Manager's Toolbox

Executive Education 12

*The essential approaches all managers need at their disposal*

12 - 13 March 2026

From 9:00 to 17:00

Level: 

## Overview

The Manager's Toolbox course focuses on equipping participants with the essential skills and knowledge needed for effective team leadership and managerial success. It covers key principles and best practices, enhancing managerial skills such as delegation, feedback, and motivation. By the end of the course, participants will have a personalized action plan ready to implement the course's principles and strategies in real-world managerial scenarios.



## Program Objectives

- Develop a comprehensive understanding of the key principles and best practices of effective team leadership.
- Enhance managerial skills such as delegation, providing constructive feedback, and motivating team members.
- Cultivate a positive and productive work environment that fosters high performance teams.
- Hone communication and collaboration skills to effectively engage with team members, stakeholders, and superiors.
- Strengthen problem-solving, decision-making, and conflict resolution abilities within a managerial context.
- Build self-confidence and self-awareness as a leader to inspire and motivate team members towards success.
- Create a personalised action plan to implement the course's principles and strategies in real-world managerial scenarios.

## Who should attend

This executive course is specifically designed for managers across industries who are looking to enhance their leadership capabilities and drive exceptional team performance. Participants may include managers, directors, team leaders, project managers, and other professionals in leadership positions.

## Faculty

Jeff Steiner is a Clinical Associate Professor of Management at the Stern School of Business at New York University Abu Dhabi. He has taught a wide variety of management and leadership courses at the undergraduate, graduate and executive levels from both Stern's New York and Abu Dhabi campuses, including Leadership in Organizations, Professional Responsibility, and Managing Change.

Prior to and alongside his academic career, Professor Steiner worked extensively in the fields of Human Resources and Executive Coaching. Previously, he was the COO of Global Talent Development at Morgan Stanley in New York and an Executive Coach for Harvard Business School Executive Education.

Broadly, his professional interests lie at the intersection of work and well-being, focusing on issues of the Employee Experience ("EX"). His current work explores how organisations and their leaders can more effectively harness employee listening programs.

Professor Steiner received his PhD in Organisational Behaviour from Harvard Business School and a Bachelor of Business Administration from the University of Miami.

# Women in Leadership

Executive Education 13

*Build a personal action plan for the modern workplace based on your authenticity and femininity*

 19 - 20 March 2026

 From 9:00 to 17:00

Level:  

## Overview

In this course, you will learn how to level up your self-awareness and understand better your values, motives, leadership styles, and team roles. This program will help you challenge your assumptions, learn the power game, and work on effective leadership strategies by exploring perceptions, behaviors, and stereotypes. The face-to-face experience combines videos, case studies, simulation, psychometric analysis, self exploratory exercise, and working on your action plan. Highly practical, you can put what you have learned into action to empower yourself immediately after the course. By interacting with other high-performing women, you will explore best practices, share insights, compare experiences, and discuss your ideas and challenges



## Program Objectives

- Gain greater awareness of your strengths.
- Challenging stereotypes and bias.
- Learn about your leadership style and the team roles you play.
- Improve your confidence and increase your impact.
- Establish an international network of female leaders.
- Learn from a richly diverse peer group.
- Develop a personal action plan.

## Who should attend

This workshop is useful for senior and midlevel female executives who want to improve in virtue and effectiveness within their business without losing their femininity and authenticity. Participants from all functional areas and all industries are welcome.

## Faculty

Dr. Mirna Korican Lajtman is a Professor at the Luxembourg School of Business and the Zagreb School of Economics and Management. With over two decades of expertise, she has provided strategic consulting to prestigious organizations, including the European Investment Fund, MOL, PwC, TEVA and Samsung. She has directed MBA programs, contributed to various EU projects, and lectured at institutions such as St. Ambrose University (USA), John Carroll University (USA), ESB Business School (Germany), and Vilnius University (Lithuania), among others



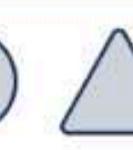
# Productivity for Industry 4.0

Executive Education 14

*Increase productivity of knowledge workers by eliminating the inefficiencies created by digital tools*

24 April 2026

From 9:00 to 17:00

Level:  

## Overview

Each industrial revolution has brought initial improvements for customer, that are then followed by improvements for the workers. The automation from Industry 3.0 turned luxury goods into attainable purchases for most households, and for the workers, improved safety and working conditions. Yet, whilst the digital age of industry 4.0 has revolutionised our experience, the managerial and knowledge workers who are powering this revolution are suffering from reduced rates of job satisfaction and increased rates of burn-out. This course will arm managers and leaders with the ability to see the causes of frustration in the workplace, and prepare them with tools and approaches that could revolutionise the productivity, working experience and satisfaction of their staff.



## Program Objectives

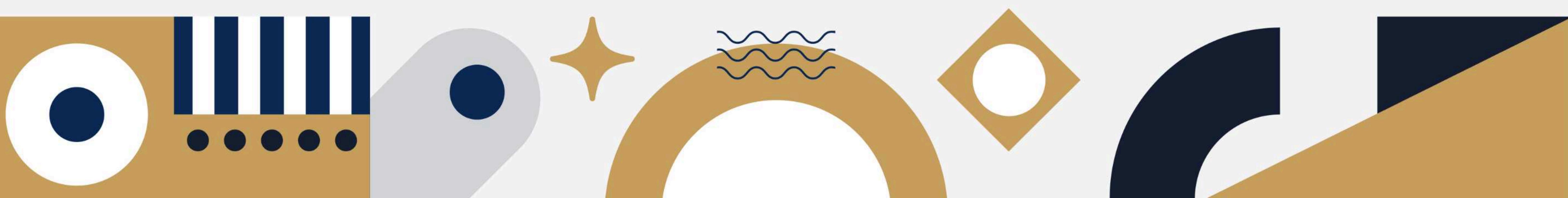
- Improve working practices to increase worker satisfaction and productivity.
- Apply frameworks to identify opportunities for improvement.
- Diagnose causes of worker unhappiness in the modern work environment.

## Who should attend

- Leaders who want to challenge the status quo for the benefit of their staff and business.
- Managers who believe continual improvement and change is a secret to success

## Faculty

Dr. Adam Petersen is a Professor of Management Practice at Luxembourg School of Business. He has gained over 20 years of management experience in global tech and energy corporations. He has managed Product, Program, Engineering, Operations, Maintenance, and Supply Chain teams. In addition to the UK and the EU, he has worked extensively in the US, the Former Soviet Union and Africa. He is passionate about improving the working experience in the modern workplace. Additionally, he hosts RTL's business radio show, 'Office Hours', that answers everyday questions about life and work by talking to business owners, employees, entrepreneurs and experts.



# Cross Cultural Negotiation

Executive Education 15

Improve negotiation techniques through consideration of the cultural attitudes of the interested parties

29 -30 April 2026

From 9:00 to 17:00

Level:

## Overview

In the modern business world, many organizations are competing in a more global forum. Negotiating with partners from different countries and cultures can present unique challenges and barriers – and our unique Cross-Cultural Negotiation Course will provide a set of proven strategies that will help you along the route of cross-cultural negotiations. A set of interactive negotiation exercises will introduce participants to negotiation principles that extend across any culture, then the ways that national cultural differences may influence negotiators' priorities, interests, strategies, and ethical limits.



## Program Objectives

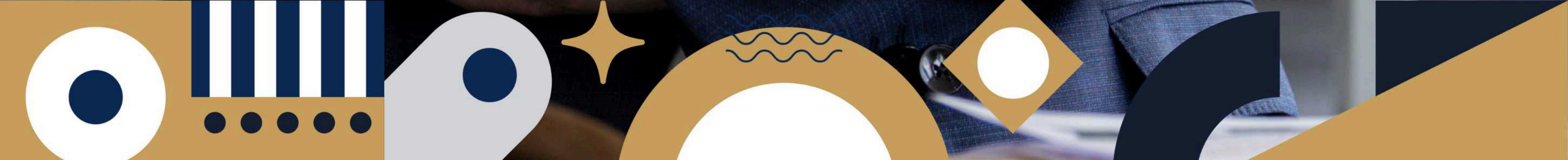

- Form effective strategies to manage challenging situations resulting from cross-cultural differences
- Appreciate the different emphasis and value that various cultures may place on time, individuality, relationships, and communication styles
- Identify and assess different cultural attitudes and their bearing on the negotiation agenda
- Develop insight into the reasons behind others' behaviour during negotiations
- Learn how to make decisions in complex environments
- Sharpen your negotiation and mediation skills for international contexts

## Who should attend

- Designed for professionals managing difficult personalities, including managers, team leaders, and HR professionals
- Offers practical strategies drawn from hostage negotiation, crisis intervention, and conflict resolution
- Equips participants with communication tools to handle irrational or confrontational behavior and achieve positive outcomes

## Faculty

Dan McCray is a lecturer at Cornell University. He is an expert in workplace negotiation, mediation, and arbitration. As Practice Leader and Director of the Labor Relations Programs, Dan is responsible for developing and teaching professional education programs in negotiations, conflict resolution, and collective bargaining for professionals working for unions and employers in the United States, Europe, and Latin America. Dan has taught and facilitated dozens of management and union teams, with a particular emphasis on developing and executing an effective negotiating strategy and the skills of an effective negotiator.



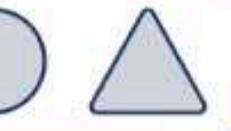
# Communication for Leaders in the Modern World

Executive Education 17

Develop your *in-person* communication skills needed to maximize your impact

6 -7 May 2026

From 9:00 to 17:00

Level: 

## Overview

Leaders and managers deliver through communication, whether it is through their teams, with stakeholders or customers. In this interactive workshop, participants will learn and apply the key principles of successful communication and will apply them in different spheres. Drawing on material from the most-respected communication organisations, participants will build the skills to enable them to be more impactful with presentations, in-person and online meetings, as well as written communications.



## Program Objectives

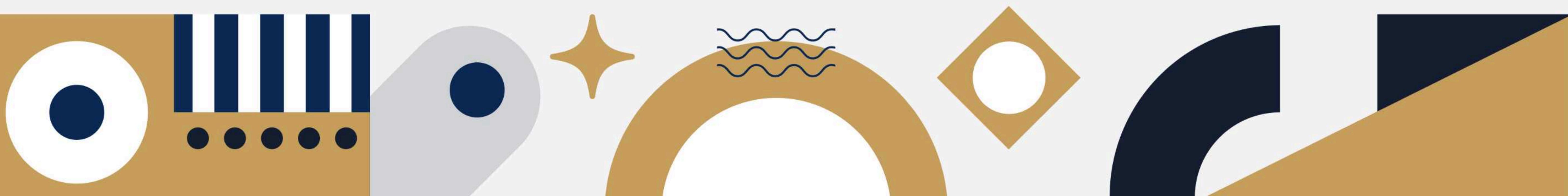
- Assess their current level of communication
- Prepare for impactful communication
- Learn and apply the principles for impactful spoken communication
- Learn and apply the principles for impactful written communication
- Assess how to modify communication to match the culture
- Understand how to modify communication approaches for online interactions
- Use AI to amplify communication without removing the authenticity

## Who should attend

- Leaders who want to challenge the status quo for the benefit of their staff and business.
- Managers who believe continual improvement and change is a secret to success

## Faculty

Dr. Adam Petersen is a Professor of Management Practice at Luxembourg School of Business. He has gained over 20 years of management experience in global tech and energy corporations. He has managed Product, Program, Engineering, Operations, Maintenance, and Supply Chain teams. In addition to the UK and the EU, he has worked extensively in the US, the Former Soviet Union and Africa. He is passionate about improving the working experience in the modern workplace. Additionally, he hosts RTL's business radio show, 'Office Hours', that answers everyday questions about life and work by talking to business owners, employees, entrepreneurs and experts.



# Engaging Customers in the Digital Era

Executive Education 18

Understanding how technology and consumer connectivity are reshaping markets and what this means for marketing leaders

19 - 20 May 2026

From 9:00 to 17:00

Level:

## Overview

New technologies are dramatically changing the business landscape and challenging management to redefine strategies for business growth. This class focuses on exploring the impact of leading technologies such as AI, Blockchain, AR, VR and Social Networks, among others, in the business strategy. We will connect this change to strategy models in the areas of business model transformation, technology adoption, customer engagement and change management.

The class is organized around four workshops, where we will work with a transformative technology, a business framework, and a real company case. As an example, in one of the four workshops, the Business Model Transformation workshop, we will use the exponential organizations framework to explore the impact of technologies such as blockchain in the business model of a company like Nike.



## Program Objectives

- Understand the new consumer-client behavior in the digital world.
- Review the established marketing models and strategies such as Brand Value, Positioning, Messaging, Technology adoption, and Consumer journeys, among others. Understand what is changing and what is still valid.
- Understand and be familiarized with what are the key new marketing strategies and innovations that top companies are implementing today.
- Build a solid understanding of the fundamental frameworks, strategies and tools in the new marketing area and be able to customize them to their own business case.
- By the end of the course, participants will have a comprehensive understanding of the evolving consumer landscape, the power of data-driven marketing, the importance of authenticity, real-time marketing strategies, innovative consumer journeys, and delivering compelling product experiences that resonate with customers in the digital age.

## Who should attend

This course is designed for marketing professionals, managers, and business leaders seeking to adapt their marketing strategies to the digital era.

## Faculty

Pau Virgili is a professor, entrepreneur, and consultant, with a passion for how technology is transforming marketing strategy and consumer behaviour. He brings to class a variety of experiences from his work with HP, Coca-Cola, Apple, Nike, several successful startups, and a solid conceptual framework. Pau was General Manager of Marketing for HP Consumer Products Europe, Middle East, and Africa, where he and his team built the first cross-product line HP retail go-to-market, from Brand strategy to retail execution.

As an entrepreneur, Pau has launched several successful companies in the areas of Mobile Business, online Marketing, and advertising: Summa Branding, Loopy Messenger, Viko, Mubiquo, among others.

He contributes as an independent consultant, thinker, and facilitator to companies such as Coca-Cola, HP, Nike, Total, Nestlé, to better engage with their customers.

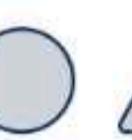
He is currently a Professor at ESADE Business School, Rotterdam School of Management and Luxembourg School of Business, teaching "New Marketing Strategies for the digital age" at the MBA and EMBA degrees. Pau holds an MBA from the University of Chicago, and he is the co-author of the book "La reconciliación con el consumidor". Pau has lived and worked in more than 20 countries.

# Negotiation: Strategies and Techniques

Optimise and influence outcomes by designing, managing and executing negotiations

20 - 21 May 2025

From 9:00 to 17:00

Level:  

Executive Education 19

## Overview

Whether you are forging an agreement with suppliers, trying to seal the deal with potential customers, raising money from investors, managing conflict inside the firm, or even facing a dispute at home, professional (and personal!) success requires the ability to negotiate effectively. At its core, this workshop is designed to help you lead at the bargaining table by sharpening your negotiation skills and becoming the central person when it comes to resolving conflicts both in and outside the company, communicating with difficult clients or partners, and executing the most crucial and complex deals for your organisation.



## Program Objectives

- Design and execute deals that create maximum value on a sustainable basis.
- Capture your fair share of the value that is created.
- Think strategically in competitive contexts and execute deals that others might overlook.
- Avoid common mistakes made by negotiators.
- Identify, understand, and use psychological influence tactics at the negotiation table.
- Achieve superior results in a vast array of competitive environments.

## Who should attend

- Designed for managers and executives who need to influence or negotiate effectively
- Relevant for interactions with colleagues, clients, or stakeholders
- Open to participants from all industries and functional areas

## Faculty

Dan McCray is a lecturer at Cornell University. He is an expert in workplace negotiation, mediation, and arbitration. As Practice Leader and Director of the Labor Relations Programs, Dan is responsible for developing and teaching professional education programs in negotiations, conflict resolution, and collective bargaining for professionals working for unions and employers in the United States, Europe, and Latin America. Dan has taught and facilitated dozens of management and union teams, with a particular emphasis on developing and executing an effective negotiating strategy and the skills of an effective negotiator.

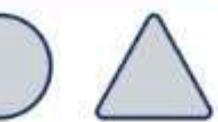
# Building High Performance Teams

*Harnessing team dynamics to maximise collaboration and performance*

Executive Education 20

9 - 10 June 2026

From 9:00 to 17:00

Level: 

## Overview

Do you have that one colleague you find challenging to communicate with, and another “work friend” whose company you genuinely enjoy, both during formal meetings and informal chats? Why is it that we naturally connect with some people while finding others more difficult to engage with? This workshop is designed to help you uncover your unique strengths and contributions to your team while gaining a deeper understanding of the roles, personalities, and dynamics others bring to the workplace.

This course explores the critical role of building and empowering teams to drive organizational success. Key topics include team dynamics, effective role assignments, and leadership strategies that foster positive team outcomes. Participants will learn how to harness their behavioral style as team leaders and effectively manage diverse, cross-functional teams to achieve shared goals.



## Program Objectives

During the module, with the use of gamified assessment, participants will understand their individual contributions and strengths, and roles they play in the team, and what they bring as an advantage. During the discussions, a special focus will be placed on complementary, competing, and conflicting roles so that the group dynamic is better understood in the future with the goal of better team engagement and productivity.

- Understand individual strengths to use them in leading others
- Understand team roles and personal roles played to better complement teammates
- Understand conflicting roles to better navigate conflicts in teams

## Who should attend

This leadership course is ideal for new or experienced managers in any function who want to become better leaders. Because management requires analyzing complex challenges, participants should expect to grapple with ambiguous situations that do not have simple solutions

## Faculty

Dr. Mirna Korican Lajtman is a Professor at the Luxembourg School of Business and the Zagreb School of Economics and Management. With over two decades of expertise, she has provided strategic consulting to prestigious organizations, including the European Investment Fund, MOL, PwC, TEVA and Samsung. She has directed MBA programs, contributed to various EU projects, and lectured at institutions such as St. Ambrose University (USA), John Carroll University (USA), ESB Business School (Germany), and Vilnius University (Lithuania), among others



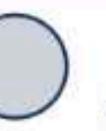
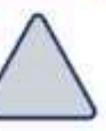
# Effective Decision Making for Leaders

Executive Education 21

*Get better decisions by avoiding the traps caused by the biases within all individuals and groups*

10 - 11 June 2026

From 9:00 to 17:00

Level:  

## Overview

Every day, leaders, managers, and everybody else make thousands of decisions, big and small. Yet decades of research have uncovered a wide variety of systematic errors that often undermine our ability to make the right choices. These traps relate to how we think about randomness, skill and luck, risk and probability, how we overlook important information, and how we make choices individually or in groups. We will examine (and experience!) many decision traps and discuss how they can be avoided. Knowing what can go wrong and knowing the right questions to ask will help us think smarter. We will also improve our understanding of how other people make decisions. Managers, consumers, investors, and negotiators all fall into the traps. Therefore, understanding the psychology of decision-making can give you a competitive advantage.



## Program Objectives

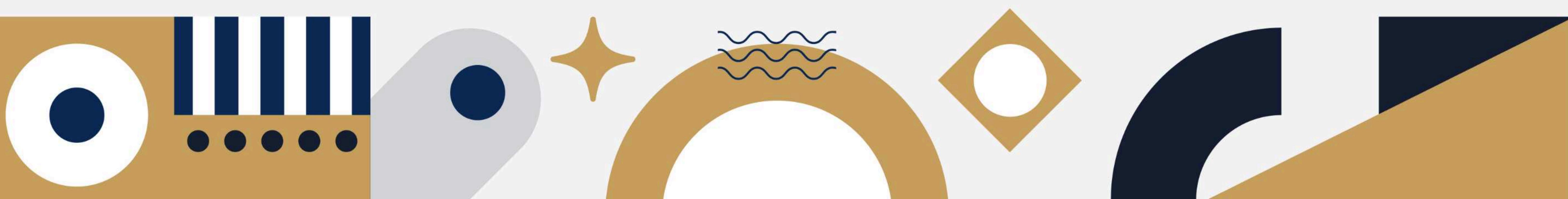
- Develop the ability to identify and name predictable decision traps to avoid serious mistakes.
- Gain insight into your own decision-making style and tendencies.
- Enhance your capacity to reflect on and learn from past decisions.
- Improve your ability to assess decision problems mindfully and become more adaptable in your decision-making process.
- Sharpen your perception to better understand and anticipate the decisions of others.

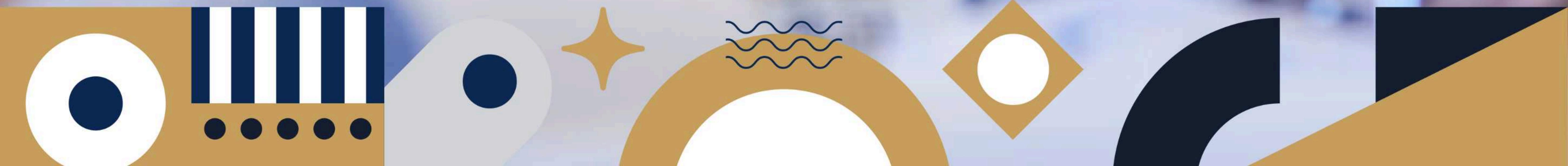
## Who should attend

Mid and Senior Management & C-Level or Human Resources Managers who make important decisions in their organisations, including international businesses, and are responsible for establishing strategic decision-making processes. This program is appropriate for diverse industries, including high technology, pharmaceutical, medical, energy, consulting, and investment banking.

## Faculty

Jordi Quoidbach is a Professor of Organizational Behavior at ESADE Business School and a recognized expert in the science of emotions. His research explores how emotions can enhance decision-making and social interactions, and he developed the first scientifically validated emotional intelligence training for adults. His work has been published in top academic journals and featured in media outlets such as CNN, BBC, and The New York Times. Jordi has over a decade of experience teaching Negotiation and Decision-Making to MBA students and executives, and he frequently delivers keynote talks and training programs for global organizations.





# Managing Across the Performance Spectrum

Executive Education 23

Improving performance for your whole team, from the tough conversations to the rock stars

12 June 2026

From 9:00 to 17:00

Level:

## Overview

Many new managers feel unprepared to address underperformance or to nurture their highest achievers. This program provides a research-based, experience-driven approach to navigating those challenges.

Participants will learn how to diagnose performance issues, deliver coaching and feedback that drives change, support struggling employees, and create the right conditions for top performers to stay engaged and motivated.

You will leave with a clearer framework for managing people, stronger leadership confidence, and a set of tools that enable you to get the best from your team — and from your management career.



## Program Objectives

- Understand the difference between coaching and feedback
- Build strategies to improve team performance through best practice application of coaching and feedback
- Learn strategies and practical tools techniques to address under-performers
- Identify how to best motivate and retain rock stars
- Build strategies for successful team management within the common corporate performance management frameworks

## Who should attend

- New and emerging managers seeking practical tools for leading performance conversations.
- Team leaders and supervisors responsible for developing talent and addressing performance challenges.
- Managers transitioning from individual contributor roles into people-management positions.
- Professionals working in fast-growing organisations where performance management is critical to team success.
- Anyone who wants to strengthen their confidence and capability in managing people across the full performance spectrum

## Faculty

Dr. Paul Green is a Professor in Management at McCombs School of Business with a Ph.D. from Harvard. Paul joined The Morning Star Company in 2006, where he co-founded the Morning Star Self-Management Institute. Morning Star has been called, "the world's most creatively managed company" and is considered one of the world's leading organizational innovators. Paul won the 2012 Harvard Business Review/McKinsey M-Prize for his work advancing Self-Management.

Dr. Adam Petersen is a Professor of Management Practice at LSB. He has 20+ yrs of management experience in global corporations (BP and Amazon) where he managed Product, Program, Engineering, Operations, Maintenance, and Supply Chain teams. He worked extensively in UK, EU, US, the Former Soviet Union and Africa. He also invests time to communicate business themes and principles through his radio show on RTL

# Unlocking the Power of Business Intelligence and Analytics

Executive Education 24

Leverage your data for insights and improved business decisions

30 June - 1 July 2026

From 9:00 to 17:00

Level:

## Overview

In today's rapidly evolving business landscape, transforming raw data into actionable insights is critical for success. Driven by this understanding, companies invest heavily in Business Intelligence & Analytics (BIA) projects. However, despite their efforts, many struggle to realize the actual benefits of these data-driven solutions. Through real-world case studies, you'll gain powerful insights and practical strategies to cultivate a data-driven culture throughout your organization. By the end of this course, you'll have a clear roadmap for implementing BIA and unlocking the true potential of your data, propelling your organization toward sustainable growth.



## Program Objectives

- What is a data-driven culture and what is the role of a data-driven decision maker.
- What is a “data and analytics strategy” and why it is relevant for companies.
- How to design and implement a company-wide data culture.
- What are the different stages of organizational data maturity and why they are relevant for managers and leaders.
- Why the role of the Chief Data Officer (CDO) is crucial to set up the data Centre Of Excellence (COE).
- What is data governance: from data stewards to data quality & data accessibility.
- The value of data is only as good as the value of your business case for it.
- What are the most important success factors driving the adoption of a BIA solution and how can we overcome barriers and cultural resistance.
- What is data storytelling and how we can create engaging data stories based on actionable data-driven insights.
- What is the role of data scientists and business intelligence analysts?
- How they can deliver an actionable BIA solution?

## Who should attend

- Designed for managers and C-level executives aiming to build or enhance their company's data-driven strategy.
- Teaches how to leverage Business Intelligence & Analytics (BIA) tools within complex organizational settings.
- Helps participants apply data insights to real business challenges and empower their teams with informed decision-making.

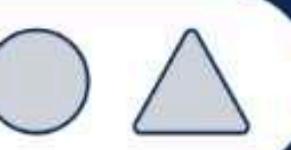
## Faculty

Prof. Deva Rangarajan, is a Professor of Marketing at IESEG School of Management in France. His main areas of research include B2B Industrial Marketing, Sales Force Management, Sales Enablement, Customer Success Management, and Customer Education in B2B contexts. He is particularly interested in how customer-facing roles are being transformed by digital technologies. He has worked closely with many companies to consult and deliver, customised programs. The list of multinational companies he has worked with include Yanmar, Epiroc, ArcelorMittal, Atlas Copco, Schneider Electric, Siemens, Philips, Johnson and Johnson, Medtronic, Bostik, Johnson Controls, Doosan, Bekaert, AGC, SWIFT, Vesuvius, Milliken, etc.

Leverage neuroscience and psychology to improve customer experience, engagement and business results

24 September 2026

From 9:00 to 17:00

Level: 

## Overview

Understanding consumer behavior requires going beyond traditional research methods. Neuromarketing combines neuroscience, psychology, and marketing to uncover deep insights into how consumers think, feel, and make decisions. This one-day executive education course provides an introduction to neuromarketing concepts, tools, and applications. Participants will learn how to leverage cutting-edge techniques to enhance customer experiences, improve campaign effectiveness, and drive business outcomes.



## Program Objectives

- Understand the fundamental principles of neuromarketing and its relevance to modern marketing strategies.
- Explore key tools and technologies used in neuromarketing, such as eye tracking, EEG, and biometric sensors.
- Explore key tools and technologies used in neuromarketing, such as eye tracking, EEG, and biometric sensors.
- Gain practical insights into how neuromarketing is applied in advertising, product design, pricing, and customer experience optimisation.

## Who should attend

- Marketing Executives and Managers seeking to enhance the effectiveness of their campaigns.
- Brand Strategists focused on building deeper consumer connections.
- Product Developers looking to optimise design and usability through consumer insights.
- Business Leaders and Entrepreneurs who want to leverage neuromarketing to gain a competitive edge.
- Academics and Researchers exploring the intersection of neuroscience and marketing.

## Faculty

Teodóra Szabó-Douat is an Associate Professor at the Luxembourg School of Business, and the Academic Director of the Master in Management Program. She received her Ph.D. in Business from Baruch College at The City University of New York. She holds an MSc in Economics from the Corvinus University of Budapest, an MPhil from The Graduate Center, CUNY, and an MBA from the Zicklin School of Business, Baruch College, CUNY. Teodóra has papers published in high-quality international journals, such as the Journal of the Association for Consumer Research, Marketing Theory, and the Journal of Service Theory and Practice. Her main research interests are consumer behavior, consumer well-being, sustainability, technology and AI, branding, and cross-cultural research.

# Strategic Generative AI for Business Leaders

Executive Education 26

How to responsibly leverage GenAI for competitive advantage in the emerging regulatory environment

📅 29 September - 1 October 2026

⌚ From 9:00 to 17:00

Level:

## Overview

This intensive 3-day program moves beyond foundational GenAI tools to equip leaders with the strategic foresight needed to harness this transformative technology. Participants will explore how GenAI impacts business models and competitive strategy, gain hands-on prompting experience for strategic tasks, develop integration roadmaps, and critically assess ethical, regulatory, and organizational challenges. The course blends strategic frameworks, practical application, and deep governance discussions to prepare leaders for responsible GenAI adoption.



## Program Objectives

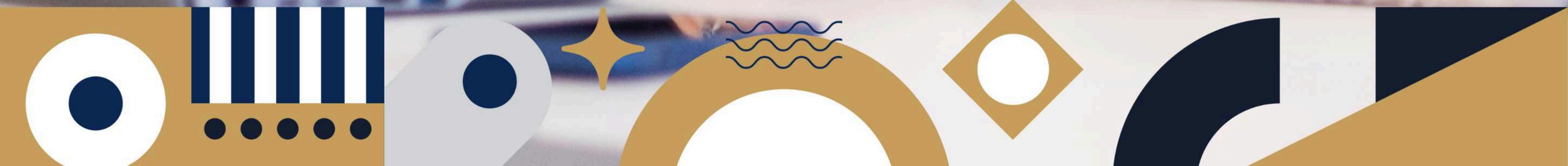
- Understand core GenAI concepts and their strategic industry implications.
- Master advanced prompt engineering for market analysis, scenario planning, and competitive intelligence.
- Apply GenAI tools hands-on for specific business tasks: content generation (text, image, voice, video, avatar, virtual world), data analysis insights, and workflow automation ideas.
- Analyze GenAI's transformative impact on marketing, operations, HR, and R&D.
- Develop frameworks to assess GenAI opportunities and build strategic business cases.
- Critically assess ethical considerations, societal impacts, and global regulatory landscapes (EU AI Act, US AI Risk Framework).
- Formulate initial steps for a responsible AI governance structure.

## Who should attend

Managers, team leaders, department heads, project managers, entrepreneurs, business analysts, consultants, senior leaders, C-suite executives, VPs, Directors that would like to understand how to integrate GenAI into their business strategically.

## Faculty

Dr. Shubin (Lance) Yu is an Associate Professor at HEC Paris. With prior faculty positions at BI Norwegian Business School and Peking University, his research focuses on how GenAI transforms business communication, consumer interaction, and strategic decision-making. Passionate about translating cutting-edge insights into real-world impact, Shubin designs and delivers high-impact executive courses on GenAI applications for leading business schools and corporations. He is also the founder of GAIforResearch.com, promoting responsible AI in research, and MimiTalk.app, a pioneering AI tool for automated interviews.





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