

# Executive Education Calendar

March -  
December 2026



LEARN WHAT MATTERS:

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



Erasmus+



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# 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.

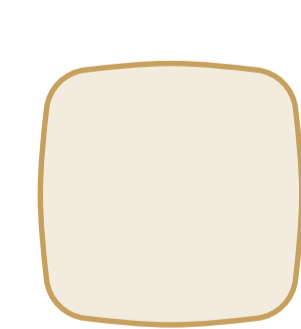


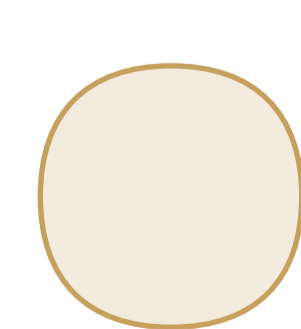
[www.luxsb.lu](http://www.luxsb.lu)

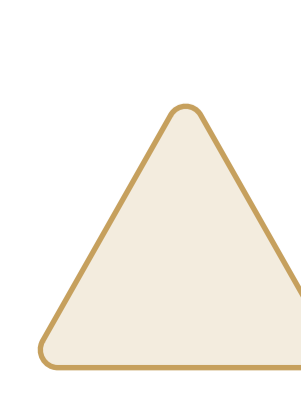


Course Title	In one line...	Level	Theme
Finance for Non-Finance Professionals	Make better business decisions through understanding and interpreting financial statements	□ ○ ▲	☆
Compliance for Financial Decision-Makers	Take financial decision-making beyond meeting requirements to a strategic advantage	○ ▲	☆
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:

 **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

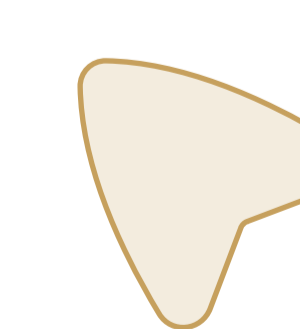
 **Mastering your leadership**  
High performing individual contributors or managers of teams who want to get best from their teams and themselves


## Choose your theme:

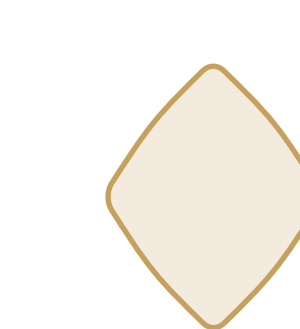
 **Core leadership**  
Essential leadership and managerial skills and competencies

 **Leading in industry 4.0**  
Technology is changing the way we work, and the way leaders need to lead

 **Post-pandemic leadership**  
The working world changed during the pandemic, and leaders need to change with it

 **Leading yourself**  
Achieve your goals by maximizing your potential

 **Leading your team**  
Great leaders inspire and support others to deliver great things

 **Leading beyond**  
Maximize your impact with customers, clients and stakeholders



March - December

Course Title	Level	Date
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
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	▲	11-12 June
Unlocking the Power of Business Intelligence and Analytics	○ ▲	30 June - 1 July
Strategy under Uncertainty	□ ○	22-23 September
Neuromarketing in Action	○ ▲	24 September
Strategic Generative AI for Business Leaders	□ ○	29 Sept - 1 October
Productivity for Industry 4.0	○ ▲	14 - 15 October
Client-Centric Sales Techniques	▲	28 - 29 October
Designing Change That Actually Works	□ ○	11-12 November
Mastering Conflict Management	○ ▲	25- 26 November
Finance for Non-Finance Professionals	□ ○ ▲	1 - 3 December
International Management	○ ▲	9 - 10 December

## Choose your level:

- 
**Lead without limits**  
 Senior executives who set the culture and prepare their organisations for future success

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- 
**Scaling your leadership**  
 Experienced managers making the step to manage managers and lead organisations

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- 
**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 €** +VAT
- 2-day courses  
**1,450 €** +VAT
- 3-day courses  
**2,250 €** +VAT



# Hands-On Generative AI in Action

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.

## Who should attend

- Managers, team leaders, entrepreneurs, analysts, and consultants seeking practical GenAI skills.
- Professionals who want to support AI adoption in their organisation.

## Program Objectives

- Create **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.
- Analyze **GenAI's transformative impact** on marketing, operations, HR, and R&D.

## Faculty

Dr. Shubin (Lance) Yu is an Associate Professor at HEC Paris whose research explores how GenAI is reshaping business communication, consumer interaction, and strategic decision-making. He is the founder of GAIforResearch.com, which promotes responsible AI in research, and MimiTalk.app, an AI tool for automated interviews.



# The Manager's Toolbox

Executive Education 07

*The essential approaches all managers need at their disposal*

📅 12 - 13 March 2026

🕒 From 9:00 to 17:00

Level: ▲

## Overview

The course equips 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.

## Who should attend

- Experienced managers looking to continually improve their leadership approach.
- Team managers seeking stronger results.
- Individual contributors preparing to become managers.

## Program Objectives

- Develop a strong understanding of the **key principles of effective team leadership**.
- Evaluate your current **managerial skills** such as delegation, feedback, and motivation.
- Build **leadership confidence** and **create an action plan** to apply the learning in practice.
- Build a **positive and productive work environment** that **supports high-performing teams**.
- **Improve communication and collaboration** with team members, stakeholders, and senior leaders.
- Strengthen **problem-solving, decision-making, and conflict resolution** in a managerial context.

## Faculty

Jeff Steiner is a Clinical Associate Professor of Management at NYU Stern Abu Dhabi. He teaches leadership and management, and has held senior HR and executive coaching roles at Morgan Stanley and Harvard Business School. His work focuses on employee experience and well-being. He holds a PhD in Organisational Behaviour from Harvard Business School.





“

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

”

**Dr. Patrick Beschorner**

*Corporate Development and Strategy*

*Encevos*

# Women in Leadership

*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

This course helps participants strengthen self-awareness, better understand their values, motives, leadership style, and team role, and develop more effective leadership strategies.

Through practical exercises, case studies, simulations, psychometric analysis, and peer exchange, participants will gain tools they can apply immediately. They will also learn from the experiences, insights, and challenges shared by other high-performing women.

## Who should attend

- Senior and mid-level female executives who want to grow in effectiveness while staying authentic.
- Women from all functions and industries who want to strengthen their leadership in business.

## Program Objectives

- Gain **greater awareness of your strengths**.
- **Recognize and challenge stereotypes and bias** that may limit confidence, opportunities, and decision-making.
- 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** to continue your leadership growth after the course.

## Faculty

Dr Mirna Korican Luman is a Professor at Luxembourg School of Business and Zagreb School of Economics and Management. With over two decades of experience, she has advised leading organisations including the European Investment Fund, MOL, PwC, TEVA, and Samsung. She has directed MBA programmes, contributed to EU projects, and taught at universities in the United States, Germany, and Lithuania.



*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 first improved life for customers, then for workers. Industry 3.0 made many goods more affordable and improved workplace safety and conditions.

However, while Industry 4.0 has transformed customer experience, many managerial and knowledge workers now face lower job satisfaction and higher levels of burnout.

This course helps managers and leaders understand the sources of workplace frustration and equips them with practical tools and approaches to improve productivity, working experience, and staff satisfaction.

## Who should attend

- Experienced managers stepping up to lead in a changing workplace.
- High-performing contributors and team managers seeking stronger results.
- Professionals who want to inspire and support their teams.

## Program Objectives

- Analyse the **causes of the modern Productivity Paradox** and evaluate where it is occurring in your work.
- Evaluate where to **focus AI to deliver greater value**, and identify where it may make productivity worse in your organisation.
- Identify the **barriers that have prevented productivity improvements** discovered in manufacturing from crossing over into managerial and knowledge work.
- Create a **supportive environment** for your teams that **leverages their innate talents and needs**.

## Faculty

Dr. Adam Petersen is a Professor of Management Practice at Luxembourg School of Business with over 20 years of experience in technology and energy companies. He has led teams across Product, Engineering, Operations, Maintenance, and Supply Chain, and has worked in Europe, the US, the Former Soviet Union, and Africa. He is passionate about improving the workplace and hosts RTL's business radio show Office Hours.



# Cross Cultural Negotiation

Executive Education 11

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 today's global business environment, organisations increasingly negotiate with partners from different countries and cultures, which can create unique challenges and barriers.

This course offers proven strategies to help participants navigate these situations more effectively. Participants will explore key negotiation principles that apply across cultures through interactive negotiation exercises, will examine how national cultural differences may influence priorities, interests, strategies, communication styles, and ethical boundaries at the negotiation table.

## Who should attend

- Senior executives seeking greater stakeholder impact.
- Experienced managers moving into broader leadership roles.
- High-performing contributors and team managers seeking greater impact.

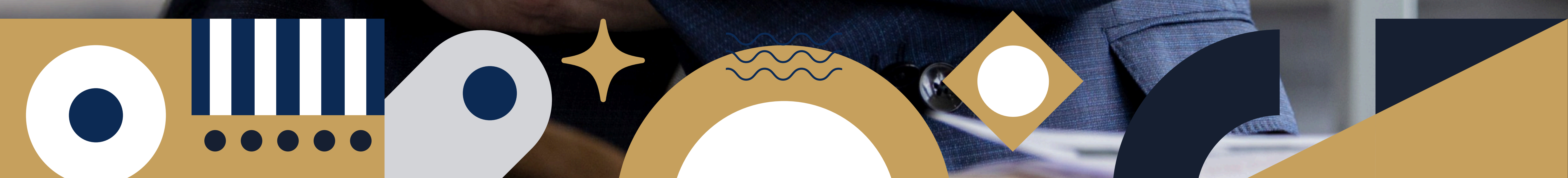
## Program Objectives

- 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.
- Sharpen your **negotiation and mediation skills** for international contexts.

## Faculty

Dan McCray is a lecturer at Cornell University and an expert in workplace negotiation, mediation, and arbitration. He teaches professional programmes in negotiation, conflict resolution, and collective bargaining for union and employer professionals across the United States, Europe, and Latin America, with a strong focus on negotiation strategy, practical skills, and overall effectiveness.





# Communication for Leaders in the Modern World

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

📅 6 - 7 May 2026

🕒 From 9:00 to 17:00

Level: ▲

## Overview

Clear communication builds alignment, trust, and results within a team. Yet many leaders and managers still lack the tools needed to communicate effectively with their teams, stakeholders, and customers.

In this interactive workshop, participants will learn the key principles of effective communication and how to apply them to real, ongoing business challenges.

Drawing on material from the most-respected communicators, participants will build the skills to enable them to be more impactful with presentations, in-person and online meetings, as well as written communications.

## Who should attend

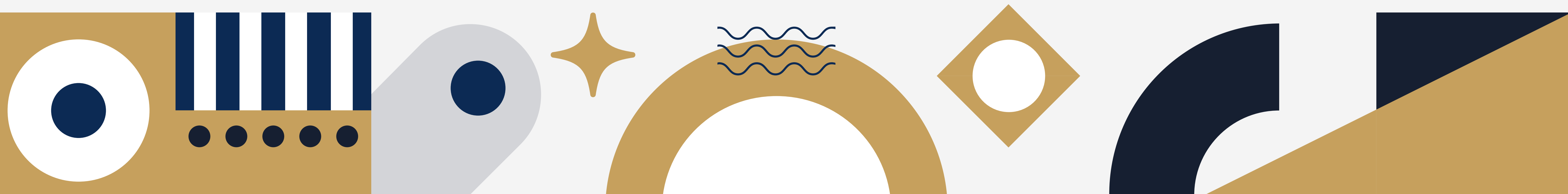
- High performing individual contributors or managers of teams who want to get best from their teams and themselves.

## Program Objectives

- Assess their **current level of communication**.
- Learn and apply the principles of **impactful spoken and written communication**.
- Decide how to **adapt communication** to match different cultures.
- Understand how to **adjust communication approaches** for online interactions.
- Use AI to **strengthen communication** while **maintaining authenticity**.

## Faculty

Dr. Adam Petersen is a Professor of Management Practice at Luxembourg School of Business with over 20 years of experience in technology and energy companies. He has led teams across Product, Engineering, Operations, Maintenance, and Supply Chain, and has worked in Europe, the US, the Former Soviet Union, and Africa. He is passionate about improving the workplace and hosts RTL's business radio show Office Hours.



# Negotiation: Strategies and Techniques

*Optimise and influence outcomes by designing, managing and executing negotiations*

📅 20 - 21 May 2026

🕒 From 9:00 to 17:00

Level: ● ▲

## 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, success requires the ability to negotiate effectively.

This workshop will help you lead at the bargaining table by sharpening your negotiation skills, and resolve conflicts both in and outside the company, communicating with difficult clients or partners, and executing the most crucial and complex deals for your organisation.

## Who should attend

- Managers stepping into broader leadership roles and greater responsibility.
- High-performing contributors and team managers seeking stronger impact.
- Professionals who want better negotiation and communication skills.

## Program Objectives

- Design and execute **negotiation strategies** that create **maximum value** in a sustainable way.
- **Evaluate the value created** in a negotiation and **capture a fair share of it**.
- **Analyze competitive contexts** and **formulate strategic approaches** to identify and execute overlooked deals.
- Examine **common negotiation mistakes** and develop **ways to avoid them**.
- Identify, interpret, and use **psychological influence tactics** effectively at the negotiation table.

## Faculty

Dan McCray is a lecturer at Cornell University and an expert in workplace negotiation, mediation, and arbitration. He teaches professional programmes in negotiation, conflict resolution, and collective bargaining for union and employer professionals across the United States, Europe, and Latin America, with a strong focus on negotiation strategy, practical skills, and overall effectiveness.



# Building High Performance Teams

*Harnessing team dynamics to maximise collaboration and performance*

📅 9 - 10 June 2026

🕒 From 9:00 to 17:00

Level: ○ ▲

## Overview

This workshop helps participants understand why some workplace relationships are easier than others, while identifying their own strengths and role within a team.

It explores how strong teams drive organisational success through effective dynamics, clear roles, and supportive leadership.

Participants will also learn how to use their behavioural style to lead diverse teams towards shared goals.

## Who should attend

- Experienced managers stepping up to lead others more effectively.
- High-performing contributors and team managers seeking stronger leadership impact.

## Program Objectives

- Identify **individual strengths and contributions** within a team environment.
- Recognise **personal team roles** and understand how they **support others**.
- Analyse **complementary, competing, and conflicting roles** within teams.
- Evaluate their own **self-awareness to lead others** more effectively.
- Improve **team engagement** through better understanding of group dynamics.
- **Navigate team conflicts** more constructively through **better role awareness**.

## Faculty

Dr Mirna Korican Lajtman is a Professor at Luxembourg School of Business and Zagreb School of Economics and Management. With over two decades of experience, she has advised leading organisations including the European Investment Fund, MOL, PwC, TEVA, and Samsung. She has directed MBA programmes, contributed to EU projects, and taught at universities in the United States, Germany, and Lithuania.



# Effective Decision Making for Leaders

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, people make countless decisions, yet research shows that systematic errors often undermine good judgment. These traps affect how we think about risk, probability, luck, information, and decisions made alone or in groups.

This course explores common decision traps and how to avoid them. By learning what can go wrong, participants will think more clearly, better understand others' choices, and gain a competitive advantage.

## Who should attend

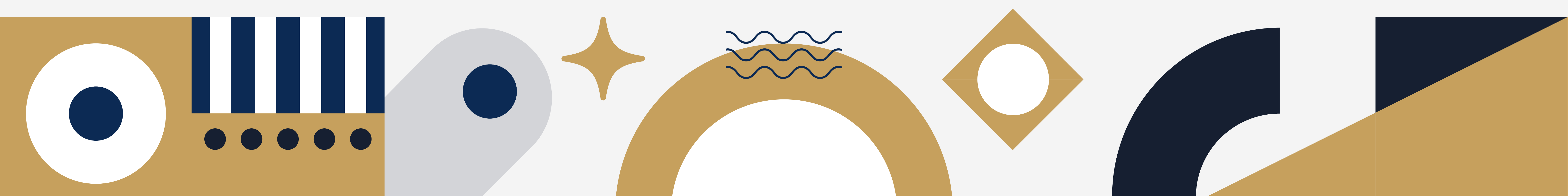
- Experienced managers and professionals shaping strategic decisions.
- High performing individual contributors or managers of teams who want to get the best from their teams and themselves.

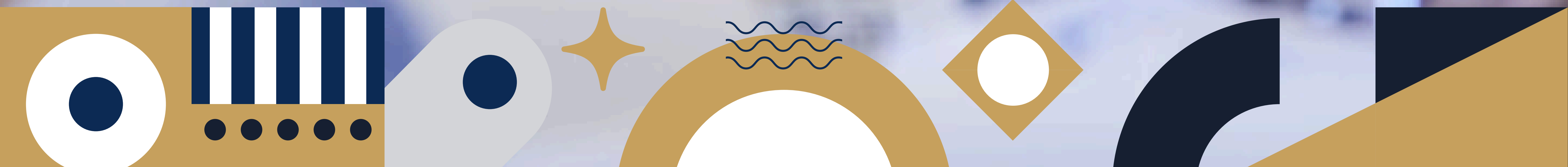
## Program Objectives

- Anticipate **predictable decision traps** to avoid serious mistakes.
- Evaluate **your own decision-making style** and tendencies.
- Investigate your capacity to **reflect on and learn from past decisions**.
- Develop your ability to **assess decision problems mindfully** and **become more adaptable** in your decision-making process.
- Better **appraise and anticipate the decisions of others**.

## Faculty

Jordi Quoidbach is a Professor of Organizational Behavior at ESADE Business School and an expert in emotions and decision-making. He developed the first scientifically validated emotional intelligence training for adults. His research has appeared in top journals and major media outlets like CNN, BBC, and The New York Times.





# Managing Across the Performance Spectrum

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

📅 11 - 12 June 2026

🕒 From 9:00 to 17:00

Level: ▲

## Overview

Many new managers are not prepared to manage underperformance or support top talent. This program offers a research-based, practical approach to both.

Participants will learn how to identify performance issues, deliver effective coaching and feedback, support struggling employees, and keep high performers engaged.

They will leave with a clearer people-management framework, stronger leadership confidence, and practical tools to get the best from their team and career.

## Who should attend

- Experienced managers looking to continually improve their leadership approach.
- Team managers seeking stronger results.
- Individual contributors preparing to become managers.

## Program Objectives

- Analyse the difference between **coaching and feedback**.
- Learn **strategies and practical 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.

## Faculty

Dr. Paul Green is a Professor of Management at McCombs and holds a Ph.D. from Harvard. He joined Morning Star in 2006, co-founded its Self-Management Institute, and won the 2012 HBR/McKinsey M-Prize for advancing self-management.

Dr. Adam Petersen is a Professor of Management Practice at LSB with 20+ years of experience at BP and Amazon. He has led teams across multiple functions in the UK, EU, US, former Soviet Union, and Africa, and also shares business insights on RTL radio.



# Unlocking the Power of Business Intelligence and Analytics

*Improve performance through embracing data-driven decision-making*

📅 30 June - 1 July 2026

🕒 From 9:00 to 17:00

Level: ● ▲

## Overview

In today's fast-evolving business landscape, turning raw data into actionable insights is essential for success. While many companies invest heavily in Business Intelligence & Analytics, they often struggle to realise the full benefits of these initiatives.

Through real-world case studies, this course provides practical insights and proven strategies for building a data-driven culture across the organisation. Participants will gain a clearer understanding of how to implement BIA effectively, unlock the full value of their data, and use it to support better decisions and sustainable business growth.

## Who should attend

- Experienced managers who want to build or strengthen a data-driven strategy in their organisation.
- High performing individual contributors and managers who want to use data insights to solve business challenges.

## Program Objectives

- Understand **the role of data-driven decision-makers** across the organisation.
- Build a **data-driven culture**.
- Create a clear **data and analytics strategy** and learning how to implement it company-wide.
- Appraise **data maturity** and appreciate why it matters for managers and leaders.
- Turning data into **business value** through **BI adoption, data storytelling, and actionable insights**.

## Faculty

Matteo Forgiarini, Ph.D., is Academic Director of the Bachelor in International Business at Luxembourg School of Business. He has taught at institutions including Harvard and King's College London. He has also worked in data analysis, business intelligence, and data governance. His research focuses on data-driven decision-making, digital transformation, and early warning signals.



# Strategy under Uncertainty

*Translate uncertainty into advantage with a scientific approach to strategic decision-making*

📅 22 - 23 September 2026

🕒 From 9:00 to 17:00

Level:

## Overview

In a world shaped by volatility, uncertainty, complexity, and ambiguity (VUCA), traditional strategy tools are no longer sufficient. This course introduces executives to the Value Lab framework, a rigorous approach to decision-making based on formulating and testing theories of value.

Participants will learn to formulate and test structured hypotheses that guide search, experimentation, and investment with greater clarity, challenge industry orthodoxies, and identify hidden opportunities for value creation.

## Who should attend

- Senior executives shaping long-term strategy.
- Experienced managers stepping into broader leadership and growth-focused roles.

## Program Objectives

- Understand and apply the concept of “**theories of value**” in **strategic decision-making**.
- Learn to **identify contrarian beliefs** and turn them into **actionable strategic hypotheses** that can inform **innovation** and **competitive positioning**.
- Develop the ability to **frame and break down complex strategic problems** into manageable components for **clearer analysis and decision-making**.
- Design **strategic experiments** that **reduce uncertainty**, **test assumptions**, and **uncover hidden opportunities** for value creation.
- Explore how **AI can support theory-driven strategy development** through stronger analysis, experimentation, and insight generation.

## Faculty

Dr George Chondrakis is Associate Professor of Strategy and General Management at ESADE Business School and Director of the ESADE Entrepreneurship Institute. He holds a PhD in Management from the University of Oxford. His research focuses on technology strategy, mergers and acquisitions, supplier relationships, and intellectual property. He teaches strategic management, contributes to executive education, and advises start-ups on strategy.



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 course introduces 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.

## Who should attend

- Marketing, brand, and product professionals using consumer insights to improve results.
- High performance individual contributors and managers interested in neuromarketing and competitive advantage.

## Program Objectives

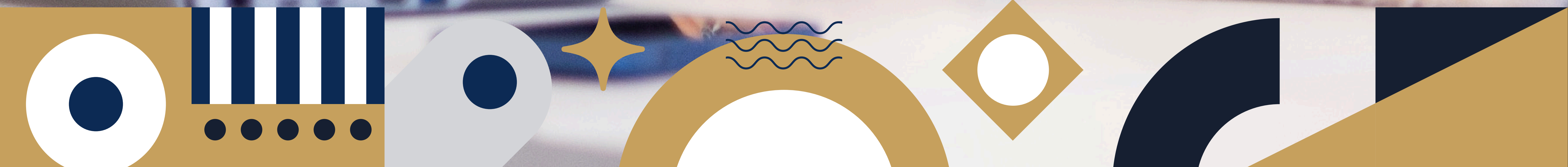
- Understand the **fundamental principles of neuromarketing**
- Evaluate the relevance of neuromarketing to modern strategies.
- Explore **key tools and technologies used in neuromarketing**, such as **eye tracking**, **EEG**, and **biometric sensors**.
- Gain practical insights into how neuromarketing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

## Faculty

Teodóra Szabó-Douat is an Associate Professor at Luxembourg School of Business and Academic Director of the Master in Management. She holds a Ph.D. in Business from Baruch College, CUNY.

Her research has been published in leading international journals, and focuses on consumer behavior, well-being, sustainability, technology and AI, branding, and cross-cultural research.





# Strategic Generative AI for Business Leaders

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 programme goes beyond foundational GenAI tools to help leaders understand the strategic implications of this transformative technology.

Participants will explore its impact on business models and competitive strategy, gain hands-on prompting experience for strategic tasks, develop integration roadmaps, and assess ethical, regulatory, and organisational challenges.

The course combines strategic frameworks, practical application, and governance discussions to support responsible GenAI adoption.

## Who should attend

- Senior executives shaping culture and preparing their organisations for future success.
- Managers, founders, and business leaders seeking to integrate GenAI into their company's systems and management process.

## 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).

## Faculty

Dr. Shubin (Lance) Yu is an Associate Professor at HEC Paris whose research explores how GenAI is reshaping business communication, consumer interaction, and strategic decision-making. He also designs executive courses on GenAI for leading business schools and corporations. He is the founder of GAIforResearch.com, which promotes responsible AI in research, and MimiTalk.app, an AI tool for automated interviews.



# Productivity for Industry 4.0

Executive Education 24

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

📅 14-15 October 2026

🕒 From 9:00 to 17:00

Level: ● ▲

## Overview

Each industrial revolution has first improved life for customers, then for workers. Industry 3.0 made many goods more affordable and improved workplace safety and conditions.

However, while Industry 4.0 has transformed customer experience, many managerial and knowledge workers now face lower job satisfaction and higher levels of burnout.

This course helps managers and leaders understand the sources of workplace frustration and equips them with practical tools and approaches to improve productivity, working experience, and staff satisfaction.

## Who should attend

- Experienced managers stepping up to lead in a changing workplace.
- High-performing contributors and team managers seeking stronger results.
- Professionals who want to inspire and support their teams.

## Program Objectives

- Analyse the **causes of the modern Productivity Paradox** and evaluate where it is occurring in your work.
- Evaluate where to **focus AI to deliver greater value**, and identify where it may make productivity worse in your organisation.
- Identify the **barriers that have prevented productivity improvements** discovered in manufacturing from crossing over into managerial and knowledge work.
- Create a **supportive environment** for your teams that **leverages their innate talents and needs**.

## Faculty

Dr. Adam Petersen is a Professor of Management Practice at Luxembourg School of Business with over 20 years of experience in technology and energy companies. He has led teams across Product, Engineering, Operations, Maintenance, and Supply Chain, and has worked in Europe, the US, the Former Soviet Union, and Africa. He is passionate about improving the workplace and hosts RTL's business radio show Office Hours.



# Client-Centric Sales Techniques

Fundamental techniques to help land that sale

📅 28–29 October 2026

🕒 From 9:00 to 17:00

Level: ▲

## Overview

This course introduces the building blocks of customer centricity and what they mean for sales professionals.

Participants will explore customer portfolio analysis to support sales resource allocation, as well as stakeholder mapping, customer pain points along the buying journey, and the development of tailored value propositions.

The second part focuses on pre-call planning, asking the right questions to gather valuable customer insight, and concludes with negotiation tactics and closing deals.

## Who should attend

- Sales managers and team leaders aiming to strengthen sales performance and process management.
- High performing individual contributors and managers supporting sales teams with effective training and content.

## Program Objectives

- Understand **strategic selling** and learn how to **map customer stakeholders** to **identify key decision-makers, influencers**, and priorities across the buying process.
- Learn how to develop **customer-centric value propositions** that address **customer needs, pain points**, and **business goals** in a clear and relevant way.
- Generate questioning techniques that **uncover meaningful stakeholder insights, reveal deeper needs**, and **improve the quality of sales conversations**.
- Communicate **persuasive solutions** to **capture value effectively**.

## Faculty

Prof. Deva Rangarajan is Professor of Marketing at IÉSEG School of Management in France. His expertise includes B2B industrial marketing, sales force management, sales enablement, customer success and education, with a focus on the impact of digital technologies on customer-facing roles. He also delivers customised programmes for multinational companies, including Siemens, Philips, Schneider Electric, Medtronic, and SWIFT.



Move organizational change from good intentions to real results by designing the conditions that shape everyday employee behavior

📅 11-12 November 2026

🕒 From 9:00 to 17:00

Level:

## Overview

This programme introduces an evidence-based approach to understanding and influencing behaviour in organisational change.

Participants examine why well-designed strategies around AI adoption, compliance, sustainability, or productivity often fail in practice. The focus moves beyond motivation to the organisational conditions that shape action, including processes, tools, incentives, norms, and timing.

Through applied case work, participants learn to identify behavioural barriers and design practical solutions that make change easier and more likely to last.

## Who should attend

- Senior executives shaping culture and driving organisational change in practice.
- Experienced managers stepping up to lead teams, managers, and transformation.

## Program Objectives

- Distinguish clearly between **strategic goals, desired outcomes**, and the **specific behaviors** required to achieve them.
- Analyse organizational contexts to **identify systemic barriers and enablers of behavior change**.
- Apply a **structured behavioral design approach** to common **change challenges** (e.g. **AI adoption, compliance, sustainability, productivity**).
- Design and evaluate interventions that focus on **changing decision environments**, not just attitudes or intentions.

## Faculty

Dr Andrijana Mušura Gabor is a psychologist and behavioural scientist specialising in decision-making and behaviour change. She is Senior Lecturer at the Zagreb School of Economics and Management and Senior Behavioural Scientist at Nudgd. Her work applies behavioural science to sustainable change across mobility, energy, and health. She has consulted, and worked with UNICEF, Save the Children, and UNHCR.



# Mastering Conflict Management

Executive Education 27

*Convert conflict into a catalyst for innovation and improvement*

📅 25–26 November 2026

🕒 From 9:00 to 17:00

Level: ○ ▲

## Overview

“The best things in life wait on the other side of a difficult conversation.”

In this dynamic course, you will learn to identify, address, and resolve conflicts within your team and organization. With a proactive approach, you will explore strategies that encourage constructive dialogue and collaboration.

Conflict is inevitable in any workplace, but when managed well, it can drive innovation and growth. This course will give you the tools to turn conflict into opportunity and support high-performance outcomes in your organization.

## Who should attend

- Senior executives who set the culture and prepare organisations for success.
- Experienced managers making the step to manage managers and lead organisations.
- High performing individual contributors who want to get best from their team and themselves.

## Program Objectives

- Learn to identify **early signs of conflict** and **address them before they escalate**.
- Master proven **emotional intelligence techniques** to manage emotions.
- Apply **negotiation strategies** to **resolve conflict** and **diffuse tense situations**.
- Learn to deliver **feedback that drives change and growth**.
- Understand the **impact of your personal conflict style** and how to leverage it for positive outcomes.
- Be able to foster a **culture that encourages healthy, honest communication**.

## Faculty

Jordi Quoidbach is a Professor of Organizational Behavior at ESADE Business School and an expert in emotions and decision-making. He developed the first scientifically validated emotional intelligence training for adults. His research has appeared in top journals and major media outlets like CNN, BBC, and The New York Times. He also has strong experience teaching negotiation and decision-making to MBA students and executives.



*Make better business decisions through understanding and interpreting financial statements*

📅 1–3 December 2026

🕒 From 9:00 to 17:00

Level:

## Overview

You may work in IT, Marketing, Sales, or another function and have spent years building expertise before stepping into management. Yet when financial results are discussed at senior level, many new decision-makers realise they lack formal training.

As financial decisions affect every part of a business, this 3-day programme equips non-finance professionals with the essentials to build budgets, manage costs, and use financial information with confidence.

## Who should attend

- Any professional with budget responsibility.
- Non-finance professionals seeking stronger business understanding.

## Program Objectives

- Analyse **key financial statements** from their structure to purpose.
- Evaluate **financial information** and **identify potential issues** affecting organisational performance.
- Gain confidence to **create and manage budgets** that **support effective planning and control**.
- Explore **practical approaches to forecasting, controlling costs, and improving resource allocation**.

## Faculty

Dr. Grubisic began his career in 2002 as a finance analyst at Sodexo in the USA. He later became Head of Corporate Finance for Erste Group in Croatia, and in 2010 founded Grubisic & Partners, specialising in M&A, capital raising, valuations, and due diligence. He has also taught finance since 2004 in undergraduate and MBA programmes, and became a visiting professor at Toulouse Business School in 2016.



*Leading teams of different nationalities without getting lost in translation.*

📅 9–10 December 2026

🕒 From 9:00 to 17:00

Level: ● ▲

## Overview

Effective cross-cultural and international management is essential in an increasingly interconnected world.

This course gives participants the tools, frameworks, and practical insight to navigate the challenges of international business.

Through cases, simulations, and reflection, they will explore cross-cultural communication, managing international teams, and global leadership, while developing a stronger global mindset and greater strategic agility.

## Who should attend

- Experienced managers who lead across cultures and regions.
- High-performing individual contributors and managers building global leadership skills.

## Program Objectives

- Analyze **how cultural contexts shape managerial behavior**.
- Apply organisational behaviour concepts to **manage complexity, ambiguity, and conflict** more effectively **in cross-border and multicultural environments**.
- Reflect on **intercultural competencies** and identify **key areas for personal and professional growth**.
- Develop **practical strategies** for **effective communication, collaboration, and leadership in multicultural teams**.
- Evaluate **international collaboration strategies** through an organisational behaviour lens to **improve alignment, effectiveness, and team performance**.

## Faculty

Namrata Goyal is Assistant Professor of Organisational Behaviour at ESADE Business School and Academic Director of the Decision Lab. She focuses on decision-making, social influence, and leadership in multicultural environments. She holds a PhD in Social Psychology, has published in leading journals, and was named one of the world's top 40 under 40 MBA professors by Poets & Quants in 2023. She also delivers executive education and teaches in ESADE's MBA programme.



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