

MBA

Partners

Academic Program:

Managing Cultural, Social and Career Transitions

1. Introduction

This course adopts a personal and professional approach to the development of partners of current MBA students at IESE.

From a personal point of view, the course addresses potential issues partners may face during the process of adjusting to life in a new cultural and social environment. At the professional level, the course aims to develop a set of skills that can help partners to grow and benefit from the stay in Barcelona in terms of changing career or identifying new career opportunities.



2. Program **Structure**

The sessions are based on a mix of exercises, case discussions, self-assessment tools and lectures.

Participation in the program requires formal registration by September 22th filling out the following form: <https://apply.iese.edu/edit/event/mba-partners-academic-program>

Or sending an email to the MBA Office: mbaoffice@iese.edu

The course fee is waived for partners of current MBA students at IESE.



3. Program **Outline** :

Session	Title	Description
Tuesday, Sep. 29th 11:15-12:30	Course Introduction & Cultural Adjustment <i>Prof. Sebastian Reiche</i>	This first session will provide an overview of the course. Any move to a new cultural environment entails a variety of challenges that need to be overcome to make the most out of this stay. Through exercises, we will therefore discuss how to understand, deal with and adjust to cultural differences while also developing awareness about our respective culture-of-origin.
Tuesday, Sep. 29th 15:00-16:15	Self-Knowledge and Personal Development <i>Prof. Sebastian Reiche</i>	We will discuss the importance of self-knowledge in our personal development and in our life in general. We will use a specific tool to help you obtain deeper self-knowledge. Further, we will discuss the implications of such knowledge in various life and work contexts.
Thursday, Oct. 8th 11:30-12:45	Panel Discussion: Managing Your Career <i>Prof. Sebastian Reiche</i>	We will bring together a group of second-year partners to discuss and learn from their experiences in adapting their professional career to the Barcelona experience.
Thursday, Oct. 15th 10:15-11:30 (+ 40 min individual review)	Building an effective CV <i>Manuella Arulnayagam Career Development Center</i>	CVs are an essential part of most job applications. This session will focus on the purpose of these documents, who tends to read them and how to build them to make your application stand out.
Thursday, Oct. 22th 10:15-11:30 (+ 40 min individual review)	LinkedIn Profile Optimization <i>Manuella Arulnayagam Career Development Center</i>	In one short session, you'll find out how to make your LinkedIn profile 'pop' and work for you by turning it into a magnet that attracts the right recruiters with the best jobs for you!



Thursday,
Oct. 29th
10:15-11:30

Strategic Thinking

*Prof. Giovanni
Valentini*

Strategic thinking is a skill difficult to master, and a skill many employers look for. The main objective of the session is to discuss a number of examples that highlight the importance of strategic thinking in different (and common) competitive situations – as well as in everyday life.

Thursday,
Nov. 5th
10:15-11:30

**New Venture
Opportunities**

*Prof. Jeroen
Neckebrouck*

Who wants to be an entrepreneur? In a nutshell, we will discuss and shed light on the essence of entrepreneurship: what does it take to be entrepreneurial, where do new business opportunities come from and how to evaluate new business ideas.

Format: Interactive Lecture

Thursday,
Nov. 19th
10:15-11:30

**A Case in
Marketing
Management**

*Prof. Isabelle
Engeler*

The session will be a typical IESE session that MBAs live every day. During the session, we will discuss a case about a marketing decision. You are to assume the role of company managers and make decisions about the positioning of a product. The case will be provided before the session. You will have to read it previously.



Tuesday,
Dec. 3rd
10:15-11:30

**Leadership
session**

Prof. Yih-teen Lee

One of the key tasks of leaders is to motivate people. However, human motivation is complex and dynamic, requiring leaders' deeper understanding to effectively motivate people. In this session, we will present a framework of human motivation and use concrete examples to illustrate how motivation functions at work context. We will also illustrate leader's role in developing and mobilizing people's motivation toward stronger commitment to work and contribution to the society.

Wednesday,
Dec. 16th
10:15-11:30
11:45-13:00

**Engaging
Communication**

*Prof. Mireia
Las Heras*

These sessions focus on the practice of engaging presentations. The sessions will focus on: preparation, content and delivery. It conceptualizes every presentation as an organized conversation between a speaker and an audience and an opportunity to create intellectual, emotional as well as social connections. Each presentation is a communicative interaction, which requires effective emotion management and the ability to self-disclose strategically. Thus, the sessions will emphasize the importance of audience analysis. From a practical perspective, the course aims to develop skills in (1) analyzing one's own and others' verbal and nonverbal communication; (2) giving and receiving constructive feedback and feed-forward; and (3) being aware (and manage) non-verbal communication.

4. Faculty



B. Sebastian Reiche
Professor and Department Chair of Managing People in Organizations

PhD in Management, University of Melbourne, Australia
BA/Master in Economics and Business Administration,
University of Hannover, Germany



Yih-teen Lee
Professor of Managing People in Organizations

Ph.D. in Management, HEC, University of Lausanne
Master in International Business, National Taiwan University
Bachelor in International Trade, National Taiwan University



Mireia Las Heras
Associate Professor of Managing People in Organizations

Ph.D. in Business Administration, Boston University
Master in Business Administration, IESE, University of Navarra
Degree in Industrial Engineering (Industrial Organization),
Universitat Politècnica de Catalunya



Isabelle Engeler
Assistant Professor of Marketing

Ph.D. in Management (Marketing), University of St. Gallen
M.A. in Marketing, Services and Communication Management,
University of St. Gallen
B.A. in Business Administration, University of St. Gallen



Jeroen Neckebrouck
Assistant Professor of Entrepreneurship

Ph.D. in Business Economics, Vlerick Business School
M.Sc., Industrial Management, Ghent University
M.Sc., Business Economics, Ghent University
M.Sc., Civil Engineering, Ghent University
B.Sc., Civil Engineering, Ghent University



Giovanni Valentini
Professor of Strategic Management and PhD Program Director

Prior to joining IESE, he was an Associate Professor of Strategy at Bocconi University, Milan. He has held visiting positions at Harvard University, University of Toronto, SKEMA Business School, LUISS University, and KU Leuven.



Manuella Arulnayagam
MBA Career Services Associate Director

Prior joining IESE, she worked 10 years at L'Oréal as Pack-Engineering in France and as Learning & Development Manager in Shanghai. Manuella joined IESE in 2016 where she is currently Career Management Associate Director, managing among others job-hunting related workshops.