

# MBA

# Partners

# Academic Program

**2023-2024**

**Managing Cultural, Social  
and Career Transitions**

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# 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.



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## 2. Program **Structure**

The sessions are based on a mix of exercises, case discussions, self-assessment tools and lectures. They will be spread out between Term I and Term II, from September 2023 through to March 2024.

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

For any queries you can send an email to Stephanie Tait: [stait@iese.edu](mailto:stait@iese.edu)



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## 3. Program **Outline**

### Term I

Date	Session	Description
Tuesday Sep 5 <sup>th</sup> 11.30-14.00 G-302	<b>Families &amp; Partners Club Welcome and Orientation</b>  <i>Wim den Tuinder, Stephanie Tait (MBA Program) &amp; Partners Club Leadership Team</i>	Partners are welcomed on Campus and will review the calendar of activities together with the MBA Office and the Partners Club leadership team.  This session will be followed by a welcome cocktail.
Tuesday Sep 12 <sup>th</sup> 14:30-15:45 G-302	<b>Course Introduction &amp; Cultural Adjustment</b>  <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 Sept 19 <sup>th</sup> 12:45-14:00 G-302	<b>Self-Knowledge and Personal Development</b>  <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.
Tuesday Sept 19 <sup>th</sup> 12:45-14:00 G-302	<b>Panel Discussion: Managing Your Career</b>  <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.
Wednesday Oct 4 <sup>th</sup> 15:00-16:15 Online	<b>Building an effective CV</b>  <i>Melissa Afonso 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.

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Wednesday  
Oct 25<sup>th</sup>  
15:00-16:15  
Online

**LinkedIn Profile  
Optimization**

*Melissa Afonso*  
Career Development  
Center

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!

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Tuesday  
Nov 29<sup>th</sup>  
15:00-16:15  
G-302

**A Case on Sagrada  
Familia**

*Prof. Yih-Teen Lee*

This session related to Sagrada Familia aims to facilitate reflection of an experiential learning journey that help participants learn leadership related to the following questions: How was a building like La Sagrada Familia made possible? What made Gaudi's vision so strong and compelling that it managed to convince thousands to build a church like none that had been built before, using techniques that at the time didn't yet exist? How has the project been able to persist through the struggles it had to face? And moreover, how is Gaudi's vision still guiding his successors a hundred years after his death? Participants will obtain leadership insights from this inspiring experience, and be encouraged to apply learning into their leadership role.

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Tuesday  
Dec 12<sup>th</sup>  
15:00-16:15  
G-302

**A Case in  
Marketing  
Management**

*Prof. Vardit  
Landmsan*

The session will be a typical IESE class that MBAs live every day. During the session, we will discuss a case for which you are to assume the role of company managers and make several marketing decisions.

The case will be provided before the session. You will have to read it previously.



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## Term II

Date	Session	Description
Thursday Feb 15th 11:00-12:15 G-302	<b>Design Thinking</b>  <i>Prof. Joaquim Vilà</i>	<p>Design Thinking is an approach to creatively solve human-centered problems that integrates the needs of users with the possibilities of technology and the interests of an organization. The approach is gaining a lot of interest in many areas, not only in business but also in social and public innovation. Even more, it has clear lessons for how we can improve problem-solving at the individual level. During the session, participants will develop a basic understanding of Design Thinking and see various examples of its application to different contexts. However, in dealing with today's unstructured problems and fuzzy contexts, some people, even business managers, experience confusion and frustration when dealing with design for the first time. Since a design approach can make them feel uncomfortable, they may reject it. The session will conclude with some warnings for Design Thinking to be accepted at the individual and team level, so that it can deliver at its greatest potential.</p>
Monday March 4th 15:00-16: G-302	<b>New Venture Opportunities</b>  <i>Prof. Jeroen Neckebrouck</i>	<p>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.</p> <p>Format: Interactive Lecture</p>
Thursday March 18 <sup>th</sup> 14:00-17:00 G-302	<b>Engaging Communication</b>  <i>Prof. Mireia Las Heras</i>	<p>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.</p> <p>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.</p> <p><b><i>*may be subject to change</i></b></p>

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## 4. Families & Partners Club Team



**Wim den Tuinder & Stephanie Tait**  
MBA Program Team for Families and Partner's Club

### Families and Partner's Club Leadership Team:



**Alex Monegro**  
President - Canada



**Chippy Bechara**  
VP Parents - Colombia



**Elizabeth Torczon**  
VP Comms - USA



**Guillo Zamacona**  
VP Academics, Mexico



**Bianca Stolte**  
VP Operations - Germany



**Bobby Vanderpole**  
VP Transition - USA

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## 5. Faculty



### **Sebastian Reiche**

**Professor and Department Chair of Managing People in Organizations**

Ph.D. in Management, University of Melbourne, Australia  
B.A. / Master's in Economics and Business Administration,  
University of Hannover, Germany



### **Melissa Afonso**

**Associate Director Career Development Center**

Melissa is Associate Director in the IESE Career Development Center (CDC). As part of the Career Management team, provides general career support and coaching to MIM, MBA, and EMBA students. Director responsible for the recruitment of Full Time



### **Vardit Landsman**

**Visiting Professor of Marketing**

Ph. D. in Marketing, Tel Aviv University  
MSC in Operations and Decision Research, Tel Aviv University.  
Visiting Professor from the Erasmus School of Economics in Rotterdam (Netherlands)



### **Yih.teen Lee**

**Professor of Managing People in Organizations**

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





### **Joaquim Vilà**

**Professor of Strategic Management, Innovation and Design Thinking**

Ph. D. in Strategic Management, Wharton School, University of Pennsylvania

Master's in Organization and Strategy, Wharton School, University of Pennsylvania

Industrial Engineer, Universitat Politècnica de Barcelona

Business Administration, Universitat Autònoma de Barcelona

Certified Design Thinking, IDEO and Experience Point

IAP-Harvard Business School on Design Thinking



### **Mireia Las Heras**

**Associate Professor of Managing People in Organizations**

Ph. D. in Business Administration, Boston University

Master's in Business Administration, IESE, University of Navarra

Degree in Industrial Engineering (Industrial Organization), Universitat Politècnica de Catalunya



### **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