



School of Management



# COURSE DESCRIPTIONS

100% ONLINE COURSES

## 1. INNOVATION AND ENTREPRENEURSHIP IN THE CREATIVE INDUSTRIES



**Joeri Mol**  
University of Melbourne (Australia)

June 16 – June 27 Monday - Friday (6:00 pm – 9:00 pm) \*Saturday (4:00 pm – 7:00 pm)

This course will study the processes of innovation and entrepreneurship closely by examining pioneering case studies from the creative industries. Whilst innovation and entrepreneurship take centre stage in the management discipline, the creative industries have traditionally been overlooked. It is only recently that the creative industries are being given due consideration in the study of innovation and entrepreneurship. Did you ever wonder: How does a luxury brand like Dior keep innovating in the face of so many copycat fashion houses? What is the importance of Michelin ratings for restaurants? What does the classification of a bottle of wine say about its quality? These are some of the questions participants will delve into in this course.

**Joeri Mol** is Senior Lecturer in Organization Studies and Co-Director of the Cluster for the study of Organization Society and Markets (COSM) at the University of Melbourne. He holds a PhD in Management Science from Gröningen University (2006). His research focuses mainly in markets, inside and outside organizations, and is particularly interested in processes of financialization and evaluation and how price and value are brought into an (often) uneasy relationship. His research has been published in the Journal of Management Studies, Sociological Methodology, British Journal of Management and Social Networks, among others.

## 2. MARKETING AND MANAGEMENT IN THE FOOD INDUSTRY



Cornell University

**Miguel Gómez**  
Cornell University (USA)

June 16 – June 27 Monday - Friday (6:00 pm – 9:00 pm) \*Saturday (1:00 pm – 4:00 pm)

The Food Industry has undergone dramatic changes in recent years worldwide. The course addresses such changes and considers the fundamental principles of marketing and their application to private and public problems typical of the food supply chain, and to train students in the identification of successful marketing strategies in the food industry. The course addresses a variety of topics, including recent food industry trends in Colombia, Latin America and globally, internationalization of food supply chains; omni-channel retail strategies; impact of private labels in the food industry; coordination in food supply chains, corporate social responsibility; and policies affecting the food industry, among others. The course combines lectures, discussion of case studies, and guest speakers.

**Miguel Gómez** is Associate Professor in the Dyson School of Applied Economics and Management at Cornell University. He holds a Ph.D. in Agricultural and Consumer Economics from the University of Illinois (1999). His areas of expertise include food distribution and marketing, food value chains, pricing and price analysis, and quantitative methods. He is currently director of the Food Industry Management Program, widely recognized as the premier food industry education and research program in the United States. He has obtained several awards, including the Ruth and William Morgan Assistant Professor in Applied Economics and Management.

### 3. DIGITAL TECHNOLOGY AND BUSINESS STRATEGY



**Ramiro Montealegre**  
University of Colorado-Boulder (USA)

**June 16 – June 27 Monday - Friday (6:00 pm – 9:00 pm) \*Saturday (1:00 pm – 4:00 pm)**

The use and proliferation of digital technologies have created drastic shifts in the way in which organizations buy and sell goods and services, and integrate their supply chain and delivery systems. Digital technologies have also resulted in the fundamental transformations in the structure form, and governance of organizations. This course combines theories and frameworks with practical approaches to provide students with the skills required to help companies identify business opportunities, find appropriate information related technologies, and lead adoption efforts to success. Thus, it is not a technical course; rather, it addresses the question: why and how should these new digital technologies be leveraged to shape and support strategic and entrepreneurial initiatives in the global competitive landscape.

**Ramiro Montealegre** is Associate Professor of Information Systems at the University of Colorado, Boulder. He holds a Ph.D. in Business Administration (management information systems) from Harvard Business School and a master's degree in computer science from Carleton University in Canada. Professor Montealegre's research focuses on the interplay between new digital technologies and organization transformation in highly uncertain environments. He has been involved in studying projects of organizational change in the United States, China, India, Canada, Spain, Mexico, and the Central and South American regions. He has received the MCB University Press' Award for the "Most Outstanding" paper published in the *Journal of Information Technology & People*; and the "Best Paper" Award of the *Organizational Communication and Information Systems Division of the Academy of Management*.

### 4. VALUE CREATION IN FAST-EMERGING MARKETS

**Claude Chailan**  
EM Strasbourg (France)



**June 23 – July 4 Monday - Friday (7:00 am – 10:00 am) \*Saturday (9:00 am – 12:00 m)**

This course provides an overview of the main marketing management concepts and practices in today's developing economies with a special focus on Africa, Latin America and Asia. The course aims at giving participants a sense of the opportunities of international decision-making in the transitional countries context. After decades of poor economic performance, transitional markets are now the most dynamic markets in the world, despite their volatility. All the players in the business world are trying to capture this growth. Defining a strategy to take advantage of the multiple but complex opportunities offered by these markets is a major challenge to most of companies.

**Claude Chailan** is currently Professor and Program Director at EM Strasbourg Business School. He holds a Ph.D. in Management (2005) from the University of Nice Sophia-Antipolis in France. Prior to joining the academia, Dr. Chailan was actively involved in the development of international companies, such as L'Oréal, in several countries. Among his research interests, he focuses on the links between marketing and strategy in the fields of Luxury Goods and Services Management, Business Models, Revenue Management, and International Business. His work has been widely published in leading academic journals including *The Journal of Marketing Management*, *The Journal of Product and Brand Management*, *Euromed Journal of Business*, among others.

### 5. REAL ESTATE FINANCE

**Jaime Sabal**  
ESADE (Spain)



**June 23 – July 4 Monday - Friday (7:00 am – 10:00 am) \*Saturday (9:00 am – 12:00 m)**

Real Estate is one of the most important assets, as well as a key resource in the economy. Most institutional and individual investors hold a significant proportion of their wealth in property. This course fills a frequent vacuum existing in most business schools in this area by helping students gain an understanding of this important and special business. By the end of the course, participants should be able to analyze, assess and evaluate real estate investment and financing proposals and be prepared to join one of the many professional fields in this line of business.

**Jaime Sabal** is Associate Professor in the Department of Economics, Finance and Accounting at ESADE. From 2019, he has retired from this position. He holds a Ph.D. in Finance from the Wharton School at the University of Pennsylvania (1986). He has been Visiting Professor at different universities such as the Stern School of Business at NYU and Instituto Tecnológico de Monterrey (EGADE), among others. He was vice-president of the US consultancy company A.T. Kearney (1995 - 1998) and founder and director of a consultancy firm with broad experience in financial advice projects (1989-1995). His research interests include corporate finance with an emphasis on emerging markets and real estate finance.



## 6. DATA VISUALIZATION AND STORYTELLING

**Dale Fodness**  
University of Dallas (USA)



**June 23 – July 4 Monday - Friday (9:00 am – 12:00 m) \*Saturday (9:00 am – 12:00 m)**

The sheer amount, speed and variety of data available to business and society today can either overwhelm or drive breakthrough decision-making. Data visualization is used in a wide variety of disciplines to transform data into fuel for effective decision making through the powerful medium of telling stories with data. Being able to create and communicate data visualizations is key to data literacy and is quickly becoming a requirement for anyone in business, the sciences or public policy. This course provides an introduction as well as hands-on experience in data visualization and storytelling.

**Dale Fodness** is Associate Professor of Marketing, Satish & Yasmin Gupta College of Business, University of Dallas. He received his Ph.D. in marketing from the Florida State University. His current research focuses on marketing and sustainability, particularly issues related to strategic thinking and innovation. His work has been published in a number of leading journals including *Annals of Tourism Research*, *Journal of Business Strategy*, *Journal of Services Marketing* and the *Journal of Travel Research*. His current consulting focuses primarily on strategy, research and training and development across a variety of industries. Consulting assignments have been completed with Microsoft, Ericsson, Cisco and American Airlines, among other global clients.

## 7. SUSTAINABILITY STRATEGIES FOR GRAND CHALLENGES: PLASTIC POLLUTION

**Jennifer Goodman**  
Audencia Business School (France)



**July 6 – July 17 Monday - Friday (7:00 am – 10:00 am)**

This course explores sustainability from the perspective of grand challenges. By examining in- depth the issue of plastic pollution, one of the most recent and complex sustainability issues facing businesses, students have the opportunity to experience the challenges and opportunities that such an issue can present. Beginning by situating plastic pollution within the SDG framework and then unpacking the challenge itself, its many stakeholders, the evolving regulatory context and its systemic nature, the first sessions offer insights into mapping the materiality of an issue within a particular business. Participants will identify solutions and opportunities through a variety of cases. Throughout the learning journey, opportunities for personal and professional reflection on grand challenges will be included.

**Jennifer Goodman** is Associate Professor of CSR in the Department of Business and Society at Audencia Business School. Her research and teaching interests lie broadly in the relationship between business, government and society, sustainability and CSR. She has a PhD in Management Sciences from ESADE Business School in Spain, where she formed part of ESADE's Institute for Social Innovation, and spent time as a visiting researcher on the Responsible Investing Initiative at Carleton University, Canada. At Aalto University School of Business in Finland, she contributed to the large European project EU-InnovatE: Sustainable Lifestyles 2.0. Before embarking on her PhD, Jennifer worked as a researcher and financial analyst and managed professional language training courses.

## 8. OMNICHANNEL MARKETING STRATEGY

**Diana Kolbe**  
EGADE Business School (Mexico)



EGADE Business School  
Tecnológico de Monterrey

**July 6 – July 17 Monday - Friday (6:00 pm – 9:00 pm)**

Multichannel marketing is complex. The use of various channels can cause important risks and the fragmentation of channels; on the other hand, multichannel marketing creates new business opportunities within the channels. In this advanced level course, the student learns to differentiate the components of a successful multichannel strategy by differentiating the concepts of multichannel, cross-channel and omnichannel marketing. This course provides useful insights for multichannel management through the analysis of trends and changes in retailing and the analysis of consumer behavior. Participants will understand the factors that influence in the decision-making of defining a channel strategy and will identify, differentiate and evaluate channel strategies.

**Diana Kolbe** is a professor of marketing at EGADE Business School. Her main research areas concern consumer behavior dynamic marketing capabilities, multichannel capability, internationalization of SMEs and strategic marketing. She holds a Ph.D. in Management from Universidad de Valencia (2019) and a Master in International Management from the Karlsruhe University of Applied Sciences (2012). She has several papers published in journals such as *Agricultural and Resource Economics* and the *German Journal of Agricultural Economics*. Before joining the academia, professor Kolbe was a marketing and sales manager at Iberiana Frucht a major Spanish agricultural trader.

## 9. RESPONSIBLE LEADERSHIP AND SUSTAINABLE BUSINESS PRACTICES

**Stefan Gröschl**  
ESSEC (France)



**July 6 – July 17 Monday - Friday (7:00 am – 10:00 am)**

In this course students explore individual and organizational responsibilities, and the changes needed toward greater responsible and sustainable actions that address today's complex and pressing socio-economic and environmental challenges. As the title suggests, the course is separated into interrelated parts at an individual and organizational level. Students will be provided with a framework for greater self-reflection and self-awareness as a starting point for becoming responsible leaders. Students explore theoretical and practical aspects related to the organizational changes required to move from business as usual thinking to a business as unusual paradigm that fosters sustainable business practices and processes.

**Stefan Gröschl** is Professor in the Department of Management and Co-founder of the Chair of Leadership and Diversity at ESSEC. He holds a Ph.D. from Oxford Brookes University. He is widely known for his expertise in responsible leadership, sustainability, diversity management, international human resources management, and organizational behavior. His research has been published in book chapters and articles in both the international trade and academic press. His teaching assignments have brought him to a wide range of academic institutions worldwide. Professor Gröschl has developed and conducted company training programs for firms in France and internationally. He has been working with think tanks in Europe and served as an external examiner to the European Regional Development Fund.

## 10. CREATIVITY AT WORK

**Helena González**  
Neoma Business School (France)



**July 6 – July 17 Monday - Friday (7:00 am – 10:00 am)**

Creativity—the generation of novel and useful ideas—is a valuable employee outcome associated with organizational sustainability and innovation. How can organizations provide means to foster creativity in their employees? How can leaders help employees solve problems in creative ways? How can individuals increase their creative activity? Why organizations with creative employees are not always innovative? What determines creativity in a team? This course aims to provide an initial solution to these and other questions related to creativity in organizations.

**Helena González Gómez** is Associate Professor of Organizational Behavior at NEOMA Business School. She has a PhD in Management (IE Business School), an MSc in Industrial Engineering (Universidad de los Andes). Her research interests include issues of emotions, creativity, leadership development, and nepotism. She has been teaching organizational behavior, human resource management and creativity to executives, master, MBA and bachelor students. Her research has been published at *Organizational Behavior and Human Decision Processes*, *Journal of Business Strategy*, *Journal of Business Ethics*, and *Journal of Vocational Behavior*. Prior to her doctoral studies she worked in the banking industry and filled positions in corporate banking, operations, information security and project management.

## 11. BLOCKCHAIN IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT

**Soumyadeb Chowdhury**  
Aston Business School (United Kingdom)



**July 6 - July 17 Monday - Friday (7:00 am - 10:00 am)**

The aim of the module is to provide the learners with deeper understanding of the Blockchain technology, its wider impact and role in contemporary business organisations, in particular complex global supply chain eco-system and achieving Sustainability Development Goals. Learners will be immersed into the business and management literature concerning Blockchain, its application and adoption, which will involve critical assessment of the existing solutions [theoretical, conceptual and practical], implications and barriers to adoption [from the perspective of consumers, business, policy and decision-makers]. Thus, it is not a technical course; rather, it addresses the question: why and how should these new digital technologies be leveraged to shape and support strategic and entrepreneurial initiatives in the global competitive landscape.

**Soumyadeb Chowdhury** is a Lecturer in Information and Communication Technology within the Operations and Information department in the Aston Business School. His research concerns artificial intelligence, blockchain technologies, circular economy, sustainability development goals, mental health and business productivity in SMEs. He has actively engaged with broad range of industries such as SMEs, Tourism, and Health to develop sustainable business solution catering to their needs improving and optimizing operations, business process and facilitating data-driven decision-making. His research has been published in top tier ABS journals such as British Journal of Management and International Journal of Production Economics.

## 12. FUNDAMENTALS OF SUSTAINABLE FINANCE AND INVESTMENTS

**Carlos Vargas**  
EGADE Business School (Mexico)



EGADE Business School  
Tecnológico de Monterrey

**July 21 - July 31 Monday - Friday (7:00 am - 10:00 am) \*Saturday (9:00 am - 12:00 m)**

The new normal in the financial world is Sustainability. Increased awareness on international markets led among other reasons by scarcity of resources, the search of profits through efficiency and climate change influence financial decisions worldwide. Investors react to and value ancillary factors in their financial decisions and sustainability continues to gain recognition. This course is the study of finance and sustainability as an integrated subject beginning with an introduction of financial and investment principles and moving towards financial analysis, financing and valuation. The course covers diverse aspects of sustainable investments and offers tools for effective financial valuation and effective risk assessment. The perspective proposed by this course is motivated by the desire of corporations for continued prosperity, expansion and in some cases even to promote their own survival.

**Carlos Vargas** is a professor of finance at EGADE Business School. He has experience in sustainable finance, renewable energy, development economics and real estate finance. He holds a PhD in Finance from the University of Zurich (2019). He has taught at Harvard Business School since 2013. He has been actively involved in several companies such as New Evolution Ventures Mexico (an investment fund subsidiary), the Vertex Companies and BBVA Asset Management Mexico. He has been invited to conferences at the University of Massachusetts, Babson College, and various universities in Europe and Latin America.

\* Colombian government is assessing the possibility to remove federal holidays from the calendar. In the case that federal holidays are removed, the sessions would take place on Mondays instead of Saturdays.



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