

# MASTERCLASSES

MAY - JUNE 2018

**Porto  
Business  
School**

/ University of Porto

# MASTERCLASS

## Demystifying Innovation – Why, What, How?

MART KIKAS

23<sup>rd</sup> OF MAY 6.30pm – 10pm (30 min break)



### Intended learning outcomes

You cannot avoid innovation, be it hearing about it, talking about it, or doing it. But often, in media and casual talk, innovation has a certain mysticism about it. It is perceived as something for the few “chosen ones”, doing innovation is like doing magic, and managing innovation is like performing art. During the masterclass we will demystify the concept of innovation and fill it with content from a practical managerial perspective.

#### Innovation why?

In today's connected and worldwide economy with fast changing customer needs and technology on one hand and fierce competition on the other, there is a need, or even a must, for an organisation to continuously innovate. The effective implementation of innovation has become the main means for the construction of sustainable competitive advantage. This is why you, as a manager, need to manage innovation, not just talk about it.

#### Innovation what?

During the masterclass we will discuss what is innovation, and specifically business innovation, and what it is not. We will connect business innovation to the strategy of business growth. We will discuss different innovation typologies serving as a framework to approach managing innovation.

#### Innovation how?

The failure rates of even well-funded corporate innovation projects are above 80%. With all their resources, experience and talent many companies have failed spectacularly in their attempts at innovation. We will discuss the sources of typical failures and offer a methodology by which to dramatically increase innovation success rates.



**MART KIKAS**

Innovation Coach, Executive Coach, Business Mentor. Lecturer and researcher at Estonian Business School. Visiting lecturer at Estonian Academy of Arts, Ternopil Business School (Ukraine), Porto Design Factory / Politécnico do Porto (Portugal).

Mart Kikas graduated from BI Norwegian Business School in 2000 (MBA, Strategy and Leadership) and the University of Tartu in 1993 (MA, Sociology). He is currently a PhD student at Estonian Business School.

Mart Kikas has over 20 years of experience as an entrepreneur and manager. He has worked as VP Business Development in CEE and Area Manager Finland and Baltics at Aspiro AB (publ. NASDAQ OMX: ASP), as Advisor to the CEO at Estonian Development Fund, as Deputy Director General at Estonian Migration and Citizenship Board. He has also worked at two banks on marketing and electronic banking. Mart Kikas has founded and managed several consulting, publishing and advertising companies.



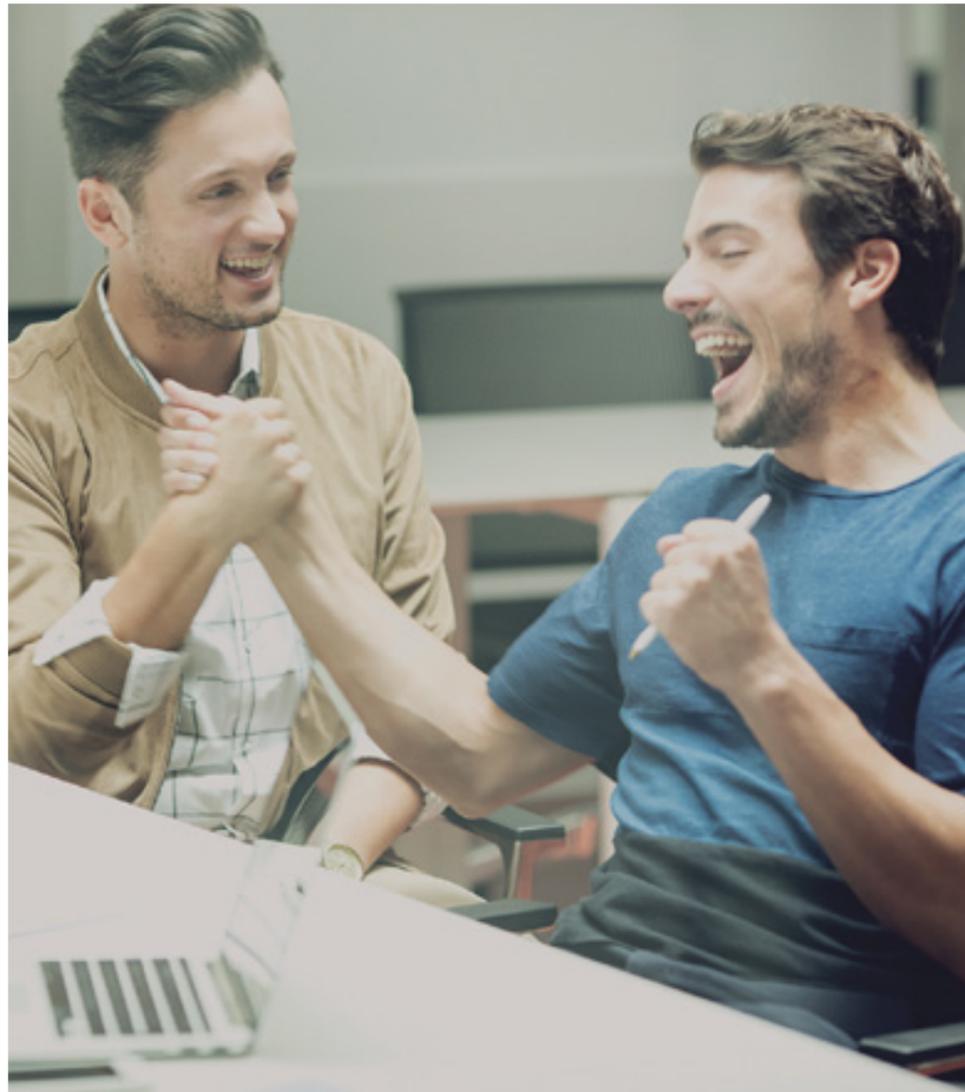
Language: English

# MASTERCLASS

## Effective leadership, authenticity, and Aristotle: Insights from a CEO-turned-researcher

EMILIA BUNEA

26<sup>th</sup> OF MAY 3pm – 6.30pm (30 min break)



### Intended learning outcomes

It's tough being a corporate manager in today's world. You need to negotiate a labyrinth of matrix organization targets and implement sweeping change projects while maintaining day-to-day business output. You are called on to inspire trust and create meaning for increasingly individualistic, smart and impatient followers. Squeezed in between expectations from above and from below, how does a manager develop practical wisdom, (re)discover the "aristocratic self", and become an authentic leader?

- / Understand what makes an authentic leader, strengths and limitations of authentic leadership
- / Lead internationally: authenticity in context
- / Lead from your core: unleash the leadership power of personal stories and of "aristocratic leisure"
- / Acquire the tools to develop a personal roadmap to authentic leadership

**Method:** An agora-worthy class discussion punctuated by storytelling and informed by leadership theory.



EMILIA BUNEA

Emilia Bunea is an executive with over 15 years of C-level experience with multinational corporations in the financial sector. Most recently she was CEO of MetLife's Romania business, with 2 million customers and 800 staff, bringing the organizational health score to the top quartile worldwide and doubling the value of new business. Previously she was CFO of ING Insurance Europe, based in Amsterdam, a business segment with revenues of €24bn and client balances of €32bn, and played a key role in the preparation and launch of NN Group's (formerly ING Insurance) successful IPO.

In 2014 Emilia commenced her PhD at Vrije Universiteit Amsterdam focusing on corporate leadership, fusing her practical experience with academic research. She is a strong believer in the personal and organizational virtues of authentic leadership, and is in demand as a speaker on this topic. Emilia is a graduate of the Senior Executive Programme at London Business School and holds a Non-Executive Director Diploma from the Financial Times; she is also a Chartered Financial Analyst. Her extracurricular passions include running marathons and improvisational theatre.



Language: English

# MASTERCLASS

Artificial Intelligence – how it is helping businesses achieve new competitive advantages

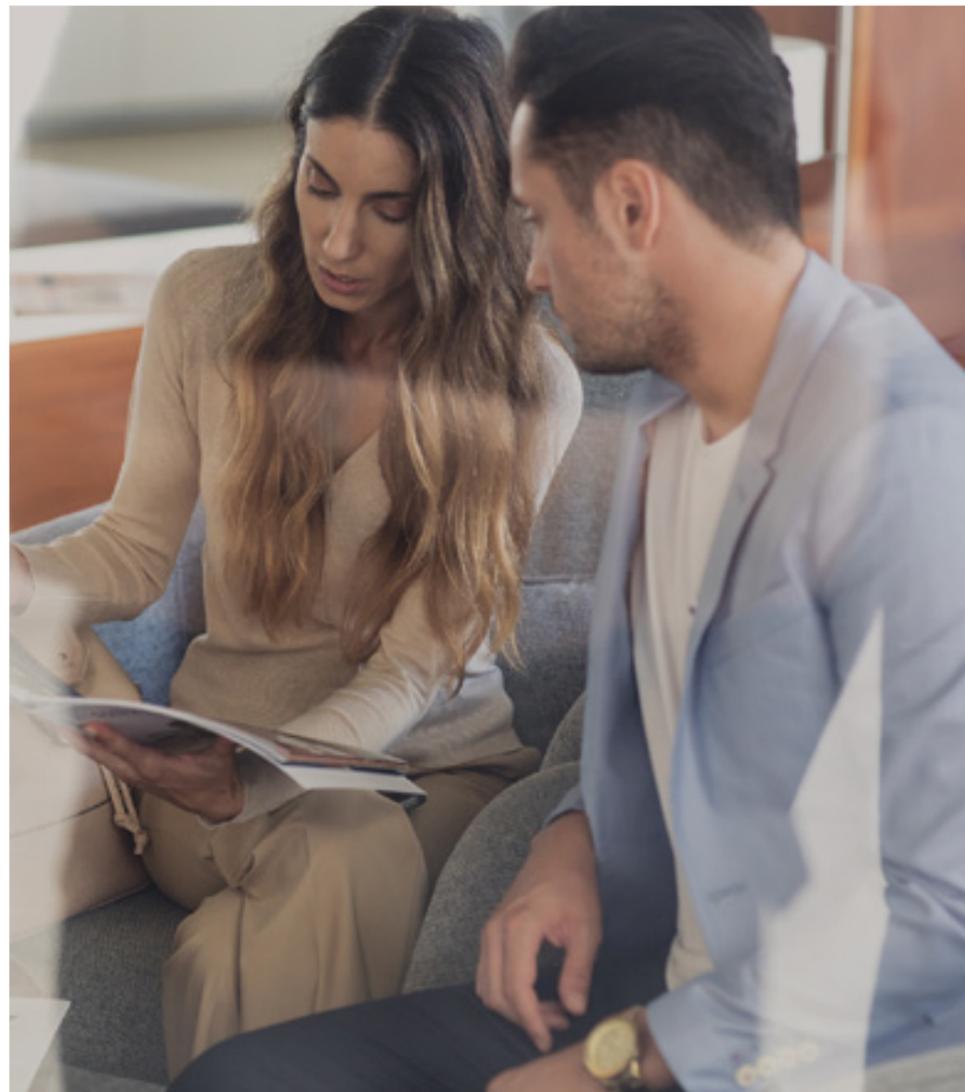
MARK ESPOSITO

30<sup>th</sup> OF MAY 6.30pm – 10pm (30 min break)



**MARK ESPOSITO**

Dr. Mark Esposito is Professor of Economic Strategy, teaching at Harvard University's Division of Continuing Education, & Grenoble Graduate School of Business in France. He serves as Institutes Council Co-Leader, at the Microeconomics of Competitiveness (MOC) program at Harvard Business School and he is a Fellow at the Judge Business School, at the University of Cambridge. He tweets as @Exp\_Mark and his profile can be found at <http://scholar.harvard.edu/markesposito>

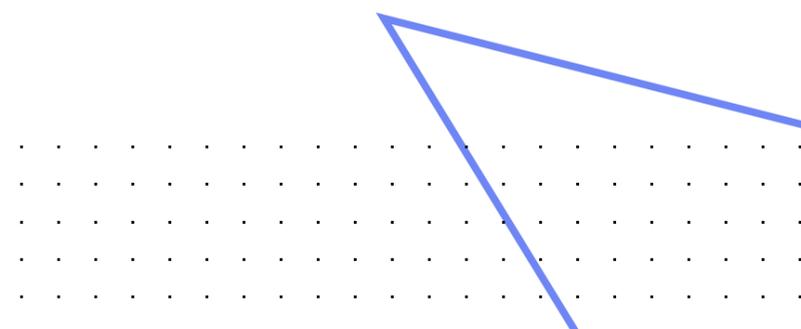


## Intended learning outcomes

Over the next ten years, we will see more change in the world than we have seen in the last 250 years. The speed of evolution of technology and the incredible change in humans and their values will affect our lives and the way we do business for years to come. An example of a prominent development in technology that will affect the future of business lies in the applications of Artificial Intelligence (AI). AI aims to change the way society functions, operates and interacts on every level. In recent years, an increasing number of companies are using AI to slash cost, often without sacrificing effectiveness, and many now are considering making AI a fundamental part of the developments in new product and service value propositions. In short, AI is now an indispensable function in any business that wants to succeed. Please join us for a fascinating online masterclass on the world of Artificial Intelligence and learn how it is helping businesses of different sizes in various industries achieve new competitive advantages.



Language: English



# MASTERCLASS

## A Negotiation Journey

ANDRÉ DÓRIA

6<sup>th</sup> OF JUNE 6.30pm – 10pm (30 min break)



### Intended learning outcomes

A collective and dynamic negotiation experience between the presenter and the participants, in which the class will go through an interactive and realistic business negotiations storyline, as a means to illustrate the importance of using topics from high-stakes deal making scenarios, including:

- / Strategic preparation
- / Game theoretical thinking
- / Constant sum games
- / Value and interests
- / Problem solving
- / Negotiation tools
- / Process design and setup



**ANDRÉ DÓRIA**

Specialist in strategic business negotiations in global contexts and different verticals, André brings a balance between analytical approaches (bargaining, auction and game theory) and value-creation methodologies applied to the creation of sustainable deals. Currently Negotiation Consultant and Professor at the Magellan MBA from Porto Business School, André has previously collaborated with Nokia Mobile Networks as an advanced negotiations specialist, having coached senior negotiation teams and prepared, designed and executed complex high-stakes negotiations globally (e.g. Indonesia, Brazil, Sweden, Greece, Israel) in both procurement and sales settings. André has also served as Head of Sales in the Wind Power OEM Senvion SE, having negotiated extensively with boards of directors from international investment funds. Electrical Engineer by training (Univ. Coimbra, Portugal), he has worked in systems engineering at German Multinationals (Daimler, Continental and Fraunhofer Gesellschaft) and received his MBA from the Lisbon MBA / MIT Sloan School of Management, highlighting the Negotiation course promoted by INSEAD Professors Luís Almeida and Ingemar Dierikx. Currently also collaborates with INSEAD faculty in the development of executive programs and negotiation tools. André is married and lives in Porto, Portugal.



Language: Portuguese

# MASTERCLASS

## Gestão Sustentável

SOFIA SANTOS

9<sup>th</sup> OF JUNE 3pm – 6.30pm (30 min break)



### Intended learning outcomes

- / A agenda internacional para a sustentabilidade
- / A aplicação dos Objetivos para o Desenvolvimento Sustentável nas empresas
- / O Desafio da neutralidade carbónica e a gestão empresarial
- / Os mercados financeiros e os investimentos verdes
- / A gestão humanista e o propósito das empresas



### SOFIA SANTOS

É, desde janeiro 2016, secretária-geral do BCSD Portugal. Licenciada em Economia pelo ISEG – Instituto Superior de Economia e Gestão, mestre em Economia pela Universidade de Londres e Doutorada em Gestão pela Middlesex University de Londres. O seu percurso profissional teve início no Merrill Lynch de Londres como research assistant da equipa de global strategy e, de regresso a Portugal, passou pela Bloomberg, INE – Instituto Nacional de Estatística e CELPA – Associação da Indústria Papeleira. Criou a Sustentare, empresa de consultoria especializada nos temas da sustentabilidade corporativa e responsabilidade social das empresas. Da Sustentare passou para a área de business intelligence do think tank português, INTELI. Mais tarde integra a agência de comunicação GCI como sustainability advisor e depois cria a SystemicSphere, empresa de consultoria e investigação, prestadora de serviços integrados de economia e ambiente. Em 2013 criou também a ONG The K-Evolution que tem como objetivo promover a sustentabilidade e a ética na educação.



Language: Portuguese

# MASTERCLASS

## Where we are and where we are going: Supply Chain Management Trends

HENRIQUE CORRÊA

13<sup>th</sup> OF JUNE 6.30pm – 10pm (30 min break)



### Intended learning outcomes

At the end of the session, participants will have a broad understanding of the state of the art of the field of Global Supply Chain Management and also the trends in the field, from both the practical and theoretical viewpoints.



#### HENRIQUE CORRÊA

BSc (Production Engineering):  
University of São Paulo, Brazil

MSc (Production Engineering):  
University of São Paulo, Brazil

PhD (Industrial and Business Studies):  
University of Warwick Business School, UK

Henrique Correa is Professor of Operations Management and Faculty President at Crummer GSB, Rollins College. Correa is currently Vice President Communications in the Production and Operations Management Society (POMS), and served as VP Americas, VP Meetings, founding President of the College of Human Behavior in Operations Management and founding President of the Latin America and Caribbean Chapter of POMS. Professor Correa previously taught at the Fundação Getulio Vargas Business School, Brazil and at the University of São Paulo (USP), Brazil. He also serves regular visiting appointments at the Politecnico di Milano (Italy), FIA/USP (Brazil), University of Porto (Portugal), among other institutions. He has published extensively in academic and practitioner journals and has authored and co-authored eleven books in the field of operations management. He has consulted with companies such as Unilever, Diageo, General Motors and Embraer. Correa holds a PhD from the University of Warwick, UK, an MSc and B.Prod.Eng. from The University of São Paulo, Brazil.



Language: English

# MASTERCLASS

## Cultural Intelligence – Measurement, Determinants & Outcomes

NICOLE FRANZISKA RICHTER

20<sup>th</sup> OF JUNE 6.30pm – 10pm (30 min break)



**NICOLE FRANZISKA RICHTER**

Nicole is Associate Professor at the Department of Marketing and Management and is the head of the International Business and Management/Marketing Master programs at SDU (Denmark).

Prior to this appointment, she was a Professor of International Management and the director of the Marketing & Sales Management Master program at Nordakademie Graduate School (Germany).

She has received her PhD from University of Hamburg (2009) and her state doctorate (habilitation) from TU Hamburg (2015).

Her research concentrates on international and strategic management topics with a focus on cross-cultural aspects.



### Intended learning outcomes

Cultural intelligence (CQ) is a must-have for all executives encountering intercultural business relationships with colleagues and business partners.

Participating in this masterclass you will gain insights...

- / 1. ...about state-of-the art CQ assessment tools
- / 2. ...about the most relevant determinants of CQ (e.g., is it relevant to speak foreign languages, what role does a migration background play etc.?)
- / 3. ... about work-related outcomes of CQ (e.g. leadership, expatriation intention)

Moreover, participating in this masterclass...

- / 4. ...you will assess your own CQ, benchmark it and identify individual strengths & potential weaknesses
- / 5. ... we will test how your CQ might have affected specific work-related outcomes and how it might have been determined by your past activities or your CV.



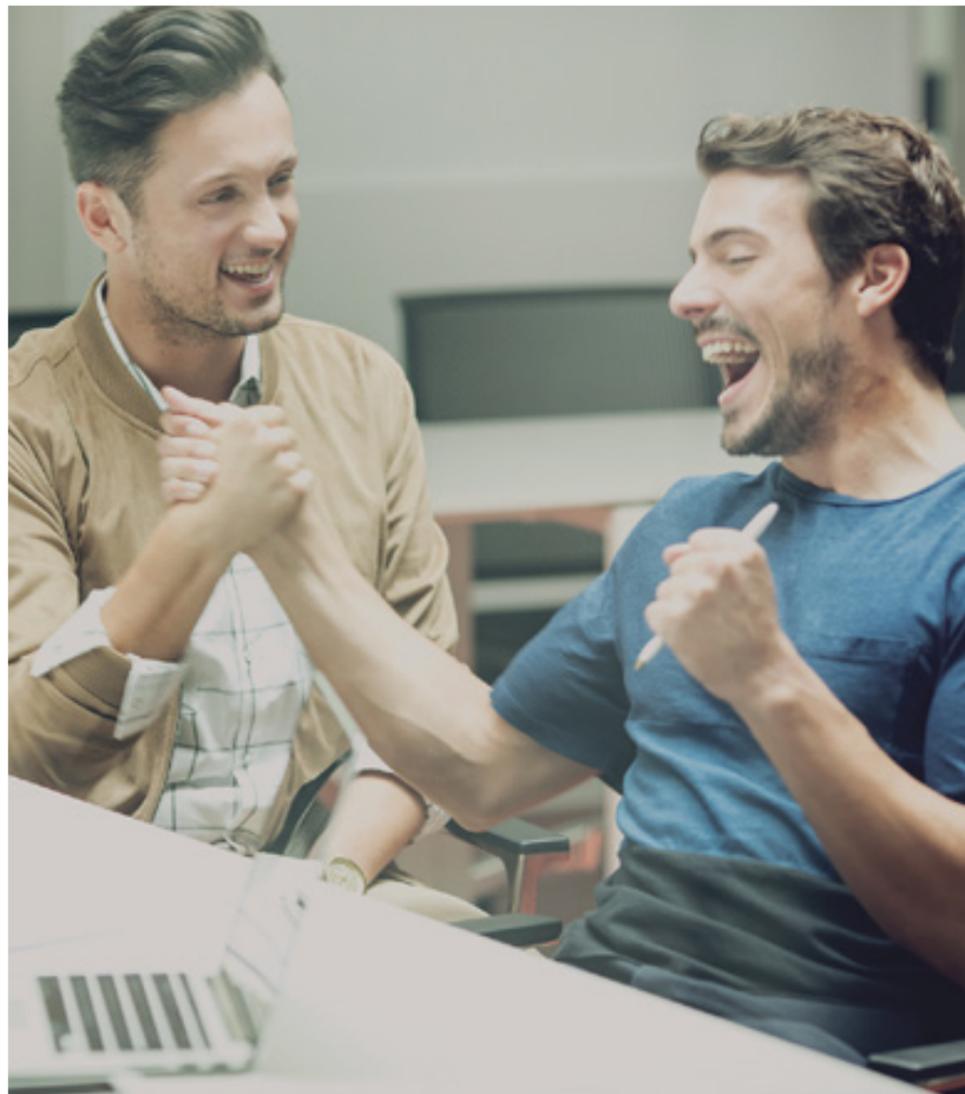
Language: English

# MASTERCLASS

## A transversalidade e impacto da digitalização no mundo empresarial: O exemplo das Telco

PAULO NEVES

30<sup>th</sup> OF JUNE 3pm – 6.30pm (30 min break)



### Intended learning outcomes

Com o advento da globalização, a digitalização, e, conseqüentemente, o rápido crescimento do mercado global, as empresas necessitam implementar mudanças rápidas na sua forma de gestão. Esta é, pois, uma mudança transversal a todos os setores, e os impactos são mais abrangentes do que nunca.

/ O crescimento de padrões globais em qualidade e processos de negócios aumentou a necessidade de as empresas usarem a tecnologia para implementar as mudanças necessárias para atender aos novos requisitos. E se a digitalização não se resume a inserir nova tecnologia nas empresas, certo é que é uma forma de a realizar. Sem esta (r) evolução na era da digitalização, advinha-se assim a falta de competitividade das empresas.

/ A introdução de novas expressões como Internet das Coisas (IoT – Internet of Things), Smart Cities, Indústria 4.0, Economia Circular, entre outras, fazem cada vez mais parte do nosso léxico.

- / O que é a digitalização;
- / O que as empresas têm que fazer para não serem excluídas do mercado global;
- / Que setores sofrerão ou beneficiarão das novas soluções;
- / Qual o papel de cada setor neste desenvolvimento: o exemplo das Telco, ou melhor o exemplo das empresas das TIC (Tecnologias de Informação e Comunicação);
- / A inevitável Globalização: exemplos;
- / Muito mais que sobrevivência das empresas: o impacto social;
- / Estratégia orientadas para o mercado global...

São alguns dos temas que iremos abordar nesta masterclass.



PAULO NEVES

Paulo Neves is a recognized business strategist and independent consultant for Information and Communication Technologies related areas, Finances, Real Estate, and Academy. He is partner of the Portuguese Delegation of the European Club for Information Systems Governance, member of the Strategic Council of ISEG MBA.

Previously, Paulo successfully hold the position of CEO and Chairman of Portugal Telecom and Executive Chairman of Altice Portugal, where he led the company to positive results, for the first time in 10 years.

Prior to join Portugal Telecom and Altice Portugal, Paulo Neves acted as consultant in the areas of ICT (Information and Communication Technologies), Strategic Planning, Business and Innovation, Electronic Government, Smart Cities, and Administrative Simplification. From 2012 to 2015 he was President of the Agency for Administrative Modernisation (AMA), after being selected by the Recruitment and Selection Committee for Public Administration (CRESAP), which in turn marked his passage through the public sector.

Previously to AMA, Paulo Neves worked for nearly 30 years in the private sector, in the ICT field and, particularly, in the Telecommunications field. Since his early years, Paulo has hold management positions as director and manager of national and international companies, including ERICSSON and the ONI Group. Paulo Neves was also Director of the magazine "Communications", Vice-President of APRITEL, and Conference Chair of ICEGOV2014, amongst others.

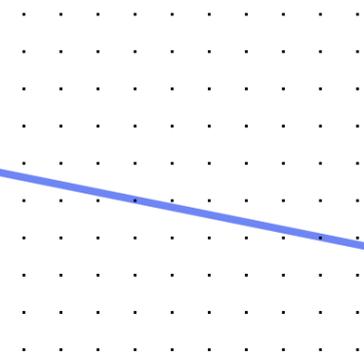


Language: Portuguese

# MASTERCLASSES

## Terms and Conditions

By applying, all participants give their consent to Porto Business School, its affiliates and agents, without expectation of compensation or other remuneration, now or in the future, to record the Masterclass and use their image and/or any interview statements from them, in its publications, advertising and/or other media activities (including the Internet).



# MASTERCLASSES

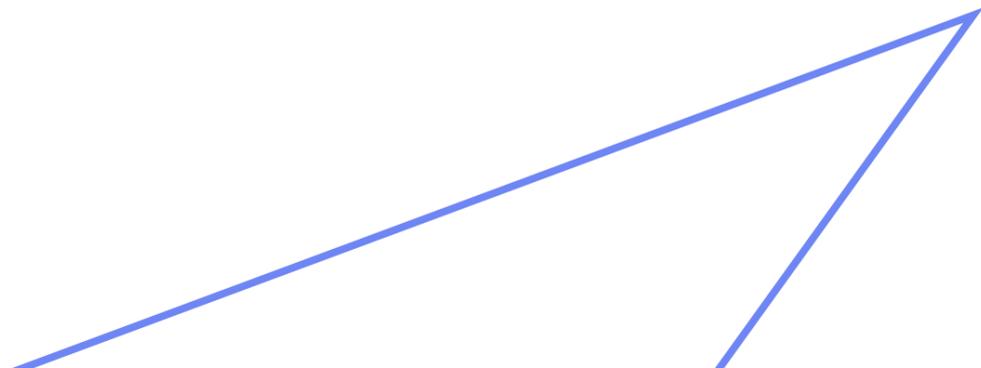
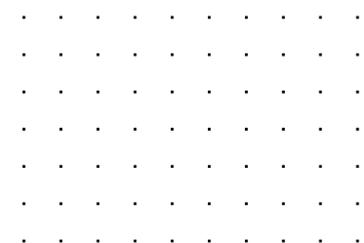
## Pricing and Registration

**Free for current Post-Graduate and Curso Geral de Gestão participants.**

These students receive an email from their Programme Manager to register since the Masterclasses are part of the Curricula.

Limited to one master class per term, physical attendance is required.

**Contact your Programme Manager in case you need more information.**



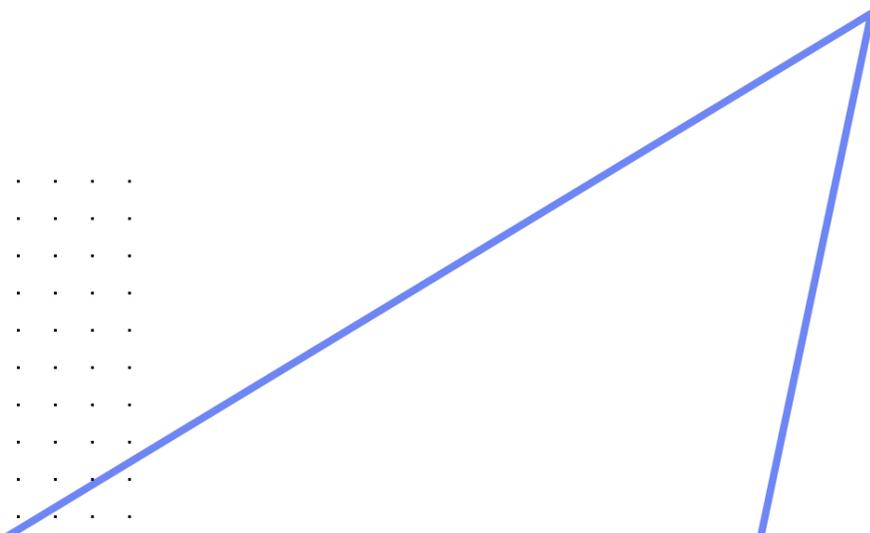
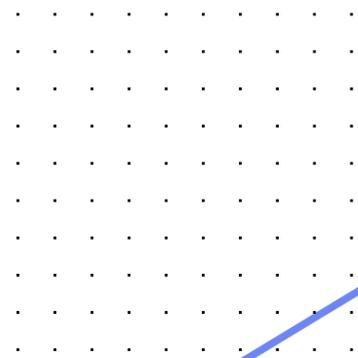
# MASTERCLASSES

## Pricing and Registration

**50 Euro** for Alumni and other Porto Business School community members, only online attendance of the Masterclass is available.

**75 Euro** for the general public, only online attendance of the Masterclass is available.

Registration [here](#).





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