

MASTERCLASSES

OCTOBER – DECEMBER 2018

CURATED BY THE CENTER FOR BUSINESS
INNOVATION AT PORTO BUSINESS SCHOOL

30 **Porto
Business
School**

/ University of Porto

YEARS

MASTERCLASS

Industry 4.0 – Expectations vs. Reality

PEDRO SILVA

13th OF OCTOBER (Saturday – 3pm to 6.30pm)



Intended learning outcomes

/ Clarification of key concepts inherent to I4.0
e.g.: Digital transformation vs. I4.0, IoT, (...)

Opportunities and challenges for the National Industry with the introduction of I4.0

/ What are the main benefits and risks?

I4.0 Strategy and Implementation Roadmap:

/ What does the definition of Strategy i4.0 and Strategic Roadmap mean? What are the Main objectives, Stages and Responsibilities type, Difficulties (...)?

/ What dimensions does it touch? What real impacts will it have (e.g. Sales, Profits, Costs)?

/ Practical Examples – Real Case Studies

Create a hypothetical case of a company that accompanies the audience in the various phases of the Masterclass (a) Concepts, (b) Starting Situation, (c) Strategy and Strategic Roadmap, and d. Initiatives I4.0):

a. Definitions Sharing;

b. Discussing the importance of a clear strategic definition and a strategic roadmap versus performing single measures / Advantages of a holistic approach / Need for prioritizing initiatives for balancing the availability of resources / Highlighting the benefits, whether covered, or not captured, and key impacts;

c. Sharing real case studies.



PEDRO SILVA

Postgraduate in Management & Business Consulting at Instituto Superior de Economia e Gestão da Universidade Técnica de Lisboa. Degree in Management Informatics, Instituto Politécnico Autónomo de Lisboa.

Pedro Silva serves as Director in the Advisory, Management and Risk Consulting area, having been with KPMG since 2009. He has been working in several world geographies, supporting the Boards of Directors and Directorates of national and international reference organizations in the development of projects critical to its evolution and efficiency.

Prior to joining KPMG, he was Manager at a reference consulting multinational in which he focused on the Public Administration, Telecommunications, Utilities and Infrastructure sectors.

The focus of his career has been the development and management of consulting projects in the areas of Strategy, Organization, Operational and Financial Optimization, with special focus on the Industrial and Consumer Markets sectors.



Language: Portuguese

MASTERCLASS

Marketing in the 21 century: Trends, key frameworks, tools and new business models models

MARC FETSCHERIN

20th OF OCTOBER (Saturday – 3pm to 6.30pm)



Intended learning outcomes

- / After this course you gain new insights about the major trends in marketing (e.g., technology disruption, consumers' value shift)
- / Highlighting and discussing the main aspects of the shared economy and collaborative consumption
- / Outlining the most relevant frameworks to conduct: Marketing environment analysis (e.g., Marketing Plan, PEST Analysis, Ansoff's growth matrix)
- / Competitive analysis (e.g., Global Competitiveness Report, Porter 5-Forces, HHI)
- / Cultural analysis (e.g., Cultural Distance, Cultural Diversity)
- / Marketing mix (e.g., 5-C Pricing Model, Product Life Cycle, AIDA Model)
- / Discussing latest online tools helping you to conduct marketing research such as Qualtrics, MTurk, Tableau, or WordArt
- / Taking the food industry as an example, providing mini case studies about emerging business models and companies like DoorDash, Shipt, Blue Apron
- / Discussing other online tools and companies such as Ring, TalkWaker, Hootsuite, DesignCrowd

Methodologies: Lecture (ppt), discussion, exercises



MARC FETSCHERIN

Marc Fetscherin is the Ronald G. and N. Jayne Gelbman Chair of International Business and Professor of Marketing in the Department of Business (AACSB Accredited) at Rollins, Florida, USA. He is also a Fulbright Specialist for 2017–2020. His expertise is in international marketing with a specialization on marketing strategy, marketing research and branding. Specifically he is an expert related to product-brand management, corporate branding, place branding, human brands, and brand relationships. He has a Master's degree from the University of Lausanne (HEC) as well as a diploma in Business Studies from the London School of Economics (LSE), a Ph.D. from the University of Bern and a Post-Doc from Harvard University. Previous his academic career, he was the CEO of Bonfort SA, a small Swiss luxury company, as well a senior consultant for McKinsey & Company. He is/was a Visiting Professor at the East China University of Science and Technology (China), the Copenhagen Business School (Denmark), Jacobs University (Germany), the University of Fribourg, (Switzerland), the University of Lausanne - HEC (Switzerland) and the Lucerne University of Applied Sciences and Arts (Switzerland). He was also an adviser to the Swiss Government as a member of the Federal Commission of Consumer Affairs. He has published a number of books, numerous book chapters and journal articles. His articles have appeared in Harvard Business Review, Journal of Business Research, International Journal of Market Research, International Marketing Review, European Journal of Marketing, Journal of Consumer Marketing, Journal of Brand Management, Journal of Product and Brand Management, Management International Review, International Business Review, or Tourism Management among others. His most recent edited books are Consumer Brand Relationships: Theory and Practice (2012), Consumer Brand Relationships: Meaning, Measuring, Managing (2015), CEO Branding: Theory and Practice (2015).



Language: English

MASTERCLASS

Hacking organizational culture for creativity

PÄIVI OINONEN

27th OF OCTOBER (Saturday – 3pm to 6.30pm)



Intended learning outcomes

The lecture starts with the notion that all organizations have to be able to adapt to change and therefore intrapreneurial mentality, creativity and fostering cross-silo collaboration is essential. We explore the characteristics of cultures that support growth mentality, open innovation and are fruitful for working in ecosystems. The lecture takes a very hands-on approach with workshop style exercises to help us analyze the status quo and develop a vision for the desired. We design small actions to understand better how individuals in organizations, regardless of roles and responsibilities, can drive change with small hacks in culture.

Methodologies: Lecture (ppt), discussion, excercises, group work (mini workshop)



PÄIVI OINONEN

Innovation coach, change manager, strategist and organizational culture hacker. Päivi works as the manager and strategist of the Design Factory Global Network, a network of innovation platforms around the world, supporting the development of 24 unique innovation and experimentation platforms on 5 different continents. She also works as a consultant for organizational culture and participatory methods for strategy work. Päivi's previous experience include working in the original Design Factory in Aalto University, as well as setting up an innovation platform and lecturing in Design Innovation in Swinburne University of Technology in Melbourne, Australia. Päivi has a BSc (Commerce) from University of Birmingham, England, and MSc (International Business & International Design Business Management) from Aalto University School of Economics, Finland.

MASTERCLASS

Designing the ways to design everything

RUI QUINTA

10th OF NOVEMBER (Saturday – 3pm to 6.30pm)

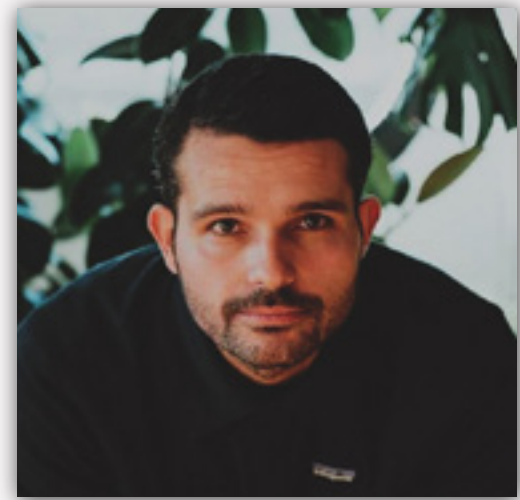


Intended learning outcomes

- / Participants will understand the importance of Human-centered design applied to business, product, brand, service and people transformation.
- / Also, they will get to know how to design the right “conditions” for organisational transformation.
- / To close the session, they will learn about some important design tools, so they can feel confident enough to start practicing immediately.

Methodologies: Strategic Design, Design Thinking, Service Design

Tools: Purpose Finding, Product Classification and User Journey



RUI QUINTA

Official Design Thinking Coach at the HPI Academy - School of Design Thinking in Berlin and member of the innovation international network WWHDO. Co-Founder of the fish shop “Peixaria Centenária”, the space experience design studio “Toyno” and “With Company”, a strategic design consultancy based in Lisbon. Bachelor in Communication Design and passionate about typography he worked with several agencies and clients in the last 13 years (IDEO, BBDO, FourSeasons, Jerónimo Martins...), in Portugal, Germany, Italy and Brasil. In the last 7 years, Rui has been consciously applying the Design Thinking mindset to the most various service, branding, product and business design projects.

More than having ideas, he likes to study what's the best way to get to them.



Language: Portuguese

MASTERCLASS

Creating 21st Century Business Models

GREG BERNARDA

17th OF NOVEMBER (Saturday – 3pm to 6.30pm)



Intended learning outcomes

How can organizations truly take advantage of their strengths and create deep value for customers while navigating the incessant stream of new inputs every day? Drawing from the international bestsellers Business Model Generation and Value Proposition Design, Greg Bernarda decodes the strategies of 21st century business models and provides the tools, methods, and mindset to make your own (re-)invention happen. This session is an opportunity to get hands-on with value creation on your own business topics. Highlights include:

- / Learn the Value Proposition and the Business Model Canvas methodology, used by millions of business practitioners worldwide
- / Create a shared language around value creation for your organization
- / De-construct and apply the strategies of pioneers from across sectors and geography
- / Understand how to accelerate and de-risk innovation projects
- / Turn fluffy conversations into practical strategies you can put to use as you walk out of the room

Methodologies: Lecture (ppt), discussion, exercises, group work (mini workshop)



GREG BERNARDA

Greg Bernarda works with individuals, teams and organizations on strategy, innovation and transformation. Based in Singapore and Zurich, Greg's passion is to lead others in the teachable skills to work collaboratively and help each of us to design products, services and the business models that sustain their growth. Greg's clients range across sectors and geographies, including among others: Danone, Colgate-Palmolive, Baxter, Michelin, Volkswagen, ABB, Mastercard, Roche, Richemont, Tencent, Alibaba, Nestlé, NTUC Social Enterprises in Singapore, Pekin University, Harvard Business School, and the World Economic Forum. Greg is also a frequent speaker on innovation; a co-author of the bestselling book "Value Proposition Design" (Wiley, 2014), the sequel to "Business Model Generation" (Wiley, 2010); and a co-founder of the Hanwang Forum in Beijing, China, the Lift:Lab in Geneva, Switzerland, and the annual NOE Programme in Evian, France. He's an advisor to Utopies in Paris and at JUCCCE in Shanghai. Before setting up his own practice, Greg worked at the World Economic Forum from 2000 to 2008, engaging members into initiatives to address global and industry challenges. Having worked for years as a worldclass meeting and community designer he fully appreciates the keys to designing and delivering great teaching and the lessons that stick.

MASTERCLASS

Data Science for the Social Good – A Network Science Approach

FLÁVIO PINHEIRO

24th OF NOVEMBER (Saturday – 3pm to 6.30pm)



Intended learning outcomes

How can we design more effective social interventions for the social good?
In this MasterClass we will discuss the role of Data Science in the design of solution for socially relevant problems at different scales of human organization. That is, from organizations, to cities, and countries.

We will focus in the added value brought by the emergent field of Network Science, overviewing examples of how it can offer insights about the complex nature of socio-economic systems and how these structures impact their evolution. At the end of this MasterClass students will have a knowledge of the fundamental topics of Network Science and be familiar with popular past applications to different fields. As a case study we will look at the new emergent field of Complex Economics to show how these approaches can offer us insights about the constrains and opportunities for sustainable economic growth. In the final part of the class we will use python, and live code examples, as a tool to model the network structure of socio-economic systems.

Methodologies: We will use an active learning approach, in which lecture will be intermixed with short activities in which the students will have to actively use what they learned to think about socially relevant problems. Hand-on exercises, peer discussion, and individual reflections will also be used as strategies to make the acquired knowledge relevant and interesting to the students. The class will also include a major component of live coding examples in python using the Jupyter Notebook environment. Students are invited to bring their laptops and replicate the



FLÁVIO PINHEIRO

Flávio is an invited Assistant Professor in Data Science at the Information Management School of the Universidade Nova de Lisboa (NOVA IMS). Previously he was a postdoctoral associate at the MIT Media Lab for two years, where he worked in understanding how the embedded knowledge of economies constrains their industrial development path.

His research interests focus in understanding how the network structure of socio-economic systems impacts decision making at micro and macroscopic scales. That is, how they can facilitate the coordination of agents embedded in social networks, or the decision making of agents acting over elements of a networked system.

Flávio holds a Phd in Physics from Universidade do Minho, and both an Msc and Bsc in Physics from Faculdade de Ciências da Universidade de Lisboa.

MASTERCLASS

Interdisciplinary Product Development – an innovation study in the intersection of fashion and technology

LISA LANG

15th OF DECEMBER (Saturday – 3pm to 6.30pm)



Intended learning outcomes

Disruptive Mindset, interdisciplinary product development, design thinking, the basic understanding of material science and fashion technology

Methodologies: Slideshows, videos and fashion tech product samples



LISA LANG

Lisa Lang Serial Founder. Fusionist & Futurist. Fashion First Technologist. Her brands ElektroCouture and ThePowerHouse are leading agencies for FashionTech, wearable technologies, smart textiles manufacturing and making things glow.

Through interdisciplinary collaborations across design, manufacturing, and engineering she creates innovative approaches and market strategies that lead to real ready-to-market products. From her experience as an entrepreneur, she has gained recognitions as one of the top 100 most influential people in wearable tech worldwide, one of 25 leaders in fashion and technology worldwide, and has been listed as one of the 50 most important women for innovation & startups in the EU.

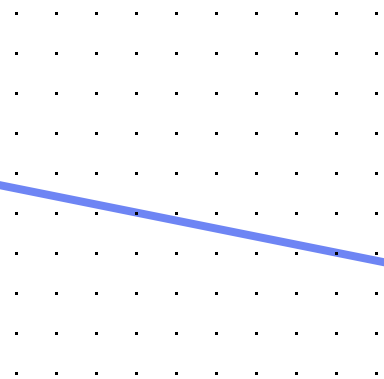


Language: English

MASTERCLASSES

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