

# INTERNATIONAL WEEK

## Transformation Management and Change



Berlin, Germany

September 2023

**Porto Business School**  
/ University of Porto



Hochschule für  
Wirtschaft und Recht Berlin  
Berlin School of Economics and Law

Make change happen

# Transformation Management and Change

Organisational transformation happens when we engage the minds, hearts, and behaviors. How can we make transformation management and change work in our organisations? What does it imply?

Both transformation management and change management are essential for organisations that want to remain competitive in today's rapidly changing business environment. By effectively managing change, organizations can adapt to new challenges and opportunities, improve their performance, and achieve their strategic objectives.



# SCHEDULE (subject to change)

Time	Wednesday, 20 September	Thursday, 21 September	Friday, 22 September
9.00 am - 3.00 pm		Company visits	Transformation Management and Change: Business Simulation Game (Part 2) Martina Eberl Tobias Braun (with Berlin students)   HWR campus
3.00 am - 5.00 pm		Company visits	
6.00 pm - 9.00 pm	Arrival to Berlin (individual) Check-in at Hotel	Transformation Management and Change: Business Simulation Game (Part 1) Martina Eberl Tobias Braun (with Berlin students)   HWR campus	Dinner and networking with Berlin MBA students

Time	Saturday, 23 September	Sunday, 24 September
9.00 am - 3.00 pm	Transformation Management and Change: Business Simulation Game (Part 2) Martina Eberl Tobias Braun (with Berlin students)   HWR campus	Check-out hotel / (Individual)  Cultural Visits End of Programme Free Lunch  Departure
3.00 am - 5.00 pm		
6.00 pm - 9.00 pm	Group Dinner	

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## Immersive Week in Berlin, Business Simulation Game

The following aspects will be applied in a Berlin based business simulation game:

- The strategic imperative for change and transformation;
- Overview of change/ consulting methods;
- Project management: waterfall vs. agile, coexistence of waterfall and agile teams, training and role transformation, requirement transformation, agile ecosystem, transformation challenges.

# Entrepreneurship and Innovation

## Examples of companies visits:

- Berlin Partner for Business and Technology;
- Start-Up Eco System Berlin: Startup Incubator of BSEL@Siemens property;
- Corporates and Start-Ups Deutsche Bahn mindbox (Incubator of German Train System);
- Incubation and Venturing with Next Big Thing AG (Focusses on AI driven startups and technologies).

## Examples of cultural visits:

- Visit to Futurium (The House of Futures)
- German Parliament



# Berlin School of Economics and Law

HWR Berlin is among the most renowned universities in Germany within the management sector. HWR Berlin has incorporated its continuing education master study programmes into Berlin Professional School.

The entire BPS programme portfolio is designed to train professionals: the learning formats enable full-time or part-time study, the Career Service and alumni network also provide opportunities to take new career directions – even while studying. Those participating can explore career goals and establish networks.



## About HWR Berlin

A result of the merger of two renowned universities of applied sciences, the Hochschule für Wirtschaft und Recht Berlin (HWR Berlin) is one of the major institutions of higher education in the German capital.

## International Accreditations



## International Memberships



## Rankings



#1 Business School in Germany (2016)



# 1 Internationalization of Business Administration in Germany (2015)



# 3 Business Administration and # 5 Business Information Systems in Germany among public UAS (2015)



<b>Programme starts:</b>	20th September
<b>Programme finishes:</b>	24th of September
<b>Investment:</b>	<p>Early Bird until <b>June 15:</b>                      €2000 - for single hotel occupancy                      €1800 - for double hotel occupancy</p> <p><b>June 16 - July 5</b>                      €2200 - for single hotel occupancy                      €2000 - for double hotel occupancy</p>
<b>Included on the price:</b>	<ul style="list-style-type: none"> <li>- Tuition fee</li> <li>- The certificate from HWR</li> <li>- Company and cultural visits</li> <li>- Hotel for 4 nights at Hotel Permier Inn Berlin   City Center (or similar)</li> <li>- Two Business / Networking Dinners</li> </ul>
<b>Applications available until</b>	July 5   Limited number of seats available
<b>For more information, please contact our International Development Office</b>	<p><b>Sandra Fernandes</b>  <a href="mailto:sfernandes@pbs.up.pt">sfernandes@pbs.up.pt</a>   934 500 491 Or</p> <p><b>Savana Pires</b>  <a href="mailto:spires@pbs.up.pt">spires@pbs.up.pt</a>   932 000 161</p>



**READY TO MAKE CHANGE HAPPEN?**

Welcome abroad with  
**Porto Business School!**