



# IMMERSIVE EXECUTIVE SEMINARS

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## VALUE DRIVERS:

- PRACTICAL APPLICATION
- SWISS EXCELLENCE
- NETWORKING
- FLEXIBILITY

## OFFERED COURSES:

- FINTECH IN ACTION
- NEGOTIATING EFFECTIVELY
- HOW TO MANAGE DISRUPTION
- BUSINESS DYNAMICS
- MAKING HARD DECISIONS
- DIGITAL EXCELLENCE IN ACTION
- ADVANCED INDUSTRY & MARKET ANALYSIS

# ABOUT OUR SEMINARS

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Experiential learning is an alternative method that combines the guidance of the professor with the active participation of the student. Our Immersive executive seminars promote learning through challenging and engaging exercises. During these unique courses, students take ownership of the learning process by participating in real-life scenarios on themes such as: negotiation, risk management, making hard decisions, market analysis and business dynamics. Our international faculty is a major asset to the program as it offers a variety of perspectives, both professional and academic. Teaching value extends beyond the theoretical realm focusing on the extraordinary importance of practical application. The immersive nature of the courses help students to internalize and reflect about what they have learned.

# 1

## FINTECH IN ACTION

Fintech is one of the major forces in action today. Many different technological advancements, from mobile platforms to AI, from blockchain to cloud, are collectively changing what we know today as financial services. In our daily business operations, every company in every sector and business relies on financial services to sustain and develop its operations, from obtaining investments and managing travel expenses, to new opportunities activated by social landing or ICOs. As managers in every part of modern organisations, an advanced knowledge of what's on the market today and what is expected in the near future that could affect current businesses, and how these new applications can be selected and included is a key competitive factor.

Key Fintech applications in a nutshell:

- Blockchain
- Payment systems
- The subscription economy
- Procurement 4.0 and intercompany
- "Opexisation" of budgets
- Insuretech
- Sharing economy
- Peer to peer landing

Immerse Yourself: In this engaging seminar you will be asked to apply key solutions within the context of Digital transformation and the data economy using real life scenarios. You will be provided with a set of tools aimed at helping you introduce and maintain financial innovations in daily business practices.

19 May 2018  
Paolo Tacconi

# 2

## NEGOTIATING EFFECTIVELY

The negotiation process is a part of every manager's day-to-day activities with people inside and outside of the organization. Negotiation for an executive, for a leader and for an entrepreneur is not a choice; it is an obligation.

Given that a huge percentage of your working day is spent negotiating, you have already developed a negotiation style through your own experiences. In this program we will create a framework that will help you to formalize your experiences, and take some time to think critically about what may now be an intuitive process for you.

- Reflect on your personal negotiation style and leverage the impact it has on others.
- Build ambidexterity in terms of managing competitive as well as collaborative negotiations across different managerial situations
- Establish a framework that will help you increase your learning every time you are
- involved in a new negotiation.

Immerse Yourself: Simulations will allow you to gain self-awareness of negotiation style. Each session will consist of a negotiation exercise with one or more colleagues, followed by comprehensive feedback and critical analysis. You take ownership of their experience by using a learning log to self-reflect about their strengths, weaknesses, and progress throughout the course.

# 3

## HOW TO MANAGE DISRUPTION AND CREATE NEW MARKET SPACES

There are many examples of corporate giants who ignored disruptive innovations and paid a steep price in the end: think digital and the personal computer, or Detroit and Japanese economy cars.

Managers typically disagree about what is a genuine threat as opposed to a false alarm. Because it's hard for the organization as a whole to tell signal from noise, real disruptions are usually not taken seriously until they become obvious—when it's often too late. In this course students will learn how to:

- Employ tools that help companies detect potential disruptive innovations while management still has time to respond effectively.
- Tactfully differentiate between `false alarms` and serious competitive threats
- Skillfully allocate resources in order prevent damaging disruptions

**Immerse Yourself:** You will participate in simulation scenarios where they will be actively engaged in creating disruption and break away from the competition. You will manage a virtual company in teams with the objective of finding new markets and develop new strategies.

# 4

## BUSINESS DYNAMICS

Why do so many business strategies fail? Why do some firms grow while others stagnate? How do once-dominant firms lose their competitive edge?

Accelerating economic, technological, social, and environmental change challenge managers to learn at increasing rates. As managers, we must increasingly learn how to design and manage complex systems with multiple feedback effects, long time delays, and nonlinear responses to our decisions. Effective learning in such environments requires methods to develop systems thinking, to represent and assess such dynamic complexity – and tools managers can use to accelerate learning throughout an organization.

- Visualize a business organization in terms of the structures and policies that create dynamics and regulate performance.
- Conceptualize and capture the structures generating the dynamics in diverse business settings.
- Learn to recognize and deal with situations where policy interventions are likely to be delayed, diluted, or defeated by unanticipated reactions and side effects.

Immerse Yourself: You will use simulation models to explore strategic issues such as fluctuating sales, production and earnings; market growth and stagnation; the diffusion of new technologies; the use and reliability of forecasts; the rationality of business decision making; and applications in health care, energy policy, environmental sustainability, and other topics. We will use simulation models, case studies, and management flight simulators to develop principles of policy design for successful management of complex strategies.

# 5

## MAKING HARD DECISIONS

Due to the competitive nature of the current business environment, managers have to find sources of competitive advantage: it is extremely important for them to understand the relationship between business and economic factors and to evaluate the risks resulting from their management actions.

- Make quick, informed decisions under pressure and uncertainty
- Employ decision models as an efficient means to organize large amounts of complex information
- Formulate, interpret, and innovatively apply results to real-life scenarios

**Immerse Yourself:** Through a combination of lectures, real-life case studies, computer workshops and discussions you will develop specific skills in the areas of decision modelling and risk assessment. You will study scenario planning, examine decision making processes, ways to manage risk, creative analytical thinking and navigating change.

# 6

## DIGITAL EXCELLENCE IN ACTION: HOW TO ANTICIPATE OPPORTUNITIES AND RISK

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The main strategic issue for a leader today is to decide what can and shall be run by AI, and what by humans. A notable example is marketing: - is it about excellence in data management or creativity? Are «both» the right answer and for how long?

Leaders are expected to solve this dilemma within their organization. In fact, what would sound normal in a classic management/leadership role is usually absurd in the digital context, and vice-versa.

During this one-day seminar we describe how the concepts of Continuous Anticipation can be made actionable and foster leadership in Digital Transformation, using significant, practical business cases.

Immerse Yourself: You will experiment, using a specific case, with what it means to create, but above all lead a working organization with high technological intensity. You will become familiar with the specific skills requested and play with them in a real life context. You will improve the understanding of business consequences with the diffusion of robots and AI in the workplace. Capacity to work in teams on a business problem with high data intensity will be the final outcome of the session.

# 7

## ADVANCED INDUSTRY & MARKET ANALYSIS

This course is focused on competitive intelligence techniques and tools used to understand markets, demand and competitors.

Managers and entrepreneurs use competitive intelligence to support relevant strategic decisions when introducing new products and defining new entry strategies for targeting company acquisitions and product line redefinition.

- Assess market potential, drivers of demand, and identify and evaluate barriers to entry.
- Comprehensively analyze your competitors' business models and strategically define successful entry strategies.
- Collect and organize relevant data and information on markets and competitors by professional databases
- Execute estimate demand modeling and competitor performance benchmarking.

Immerse Yourself: You will learn how to collect and organize relevant data and information on markets and competitors using professional database and how to create custom made models to estimate demand and to perform competitors benchmarking.

# FACULTY

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**CARMINE CARZIA**, PhD Bocconi University, Italy

Founding member of the AMC - Advanced Management Centre of USI.

Professor of Business Strategy, Merger and Acquisition and Competitive Intelligence, USI

Associate Professor of Management and Deputy Dean of the University of Pollenzo, Italy.

He teaches Entrepreneurial Strategy at Bocconi University.

His main research interests include: Strategic Management, Industry Structure and Competition, Entrepreneurship and Innovation. Alongside with his academic career he has been constantly involved in the practice as strategy advisor for medium and large firms. His specific advisory expertise and domain knowledge are in, amongst others, construction and building components, advanced manufacturing and fine foods. He is actually senior advisor for a leading investment bank in the M&A practice.

He was awarded a Degree in Business Administration and a PhD in Business Administration and Management at Bocconi University, Milan, Italy.

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**PAOLO TACCONI**, Bocconi University, Italy

Visiting Lecturer of Fintech and Digital Transformation

Paolo Tacconi is a digital transformation professional with 25+ years of experience across different industries, countries, products and teams. Making business – and customer – sense out of the mess of accelerated technological changes is his job and passion. He managed successful projects in the media industry, in software companies and in manufacturing, working extensively and on a global scale for companies like Microsoft, Ferrari and RCS/Corriere della Sera. His latest project is an AI driven insurance platform, developed with a group of mathematicians and programmers in Switzerland.

# FACULTY

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**KOSTIS CHRISTODOULOU**, London Business School, UK

Visiting Professor of Quantitative Methods. , M.Sc. (LSE)

Research and teaching interests include regulation, "big data", and health care. He has taught at Cass Business School, London Business School, and ALBA Graduate Business School in Athens. He is currently finance director at private equity firm Curzon Consulting, and before that worked at McKinsey and Velti.

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**ELEONORA CATTANEO**, PhD University of Pavia, Italy

Visiting Professor of International Marketing / M.B.A. SDA Bocconi University

B.A. Bristol University, UK

Eleonora Cattaneo's areas of expertise include strategic and international marketing as well as brand management and communications. She has global consulting experience in a variety of Fortune 500's: Fiat, CNH Industrial, Renault and Nestlé among others. She has acted as in-house advisor to CMOs providing insights as well as support in deployment of new market entry strategies, brand repositioning and new product launches. She has been visiting professor at EM Lyon, the Helsinki School of Economics and Cranfield School of Management.

# FACULTY

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**KANDARP MEHTA**, PhD IESE Business School, Spain

Visiting Professor of Entrepreneurship and Negotiation

University of Navarra Visiting Scholar / K.S. School of Business Management Gujarat University

DRRC, Kellogg School of Management Master of Business Administration

Kandarp Mehta is a PhD from IESE Business School, Barcelona. He has been with the Entrepreneurship Department at IESE since October 2009. His research has focused on creativity in organizations and negotiations. He frequently works as consultant with startups on issues related to Innovation and Creativity. He has conducted several Negotiation and Creativity Workshops for corporate executives and management students in Europe, USA and India. Before coming to Spain, he was at ICFAI Business School in India where he taught Corporate Finance.

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**PAULO GONÇALVES**, PhD MIT Sloan, US

Director of Humanitarian Logistics and Management

Associate Professor of Operations Management

PhD (MIT Sloan), M.Sc.(MIT), M.Sc.(USP), B.Sc.(ITA)

Research interests include behavioral operations management, humanitarian operations and system dynamics. Paulo held positions at the University of Miami and MIT Sloan School of Management, before joining USI. He has consulted in North and South America.

# INFORMATION

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## PRICES

One Seminar: CHF 650.-

4 Seminars: CHF 2'400.-

7 Seminars: CHF 4'000.-

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## CONTACT

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