# ESAN International Week

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## July 2025

Finance
Strategy
Marketing
Innovation & IT
Management & Leadership
Business & Entrepreneurship

**Course Catalogue**




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| Dates | July 7th to July 11th, 2025 |
| Nomination Deadline | April 1st, 2025 |
| Time Slots | Track 01: 8 am to 12:20 pm<br>Track 02: 2 pm to 6:20 pm |




| Course | Description | Professor |
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| **Product Management** (track 02) | Students will explore the entire product management challenge in a way that goes beyond the typical MBA product marketing and brand management course with emphasis on managing products and services. The course provides an in-depth exposure to the analyses, decisions, and implementation issues relevant to a typical product manager and prepares students for their first industry product management opportunity. This course is the first step in developing the set of skills needed for a successful product manager utilizing a mix of individual and team-based assignments, case analysis and presentations, computer simulations and projects. The Product Manager defines product-market vision and leads the cross-functional team that takes a product or service from initial concept through the end of its life. A Product Manager is the external and internal face or "champion of the product". The Product Manager optimizes and influences the work of various internal teams (marketing, sales, finance, engineering development, UX, tech support, operations, services, etc.) to deliver a product that delights customers and drives maximum long-term value for the customers and the company. | Dina Requena |
| **Marketing for a Better World: Transforming marketing for the future** (track 01) | Marketing for a Better World' is a groundbreaking graduate level course that redefines the boundaries of traditional marketing. This course is designed to challenge your understanding of marketing's role in society and inspire you to use marketing tools to create positive change in the world. We delve into the fascinating realm of Macromarketing, exploring how marketing systems, the economy, and the environment interact. We examine the broader implications of marketing decisions, considering their impact on society, culture, and the natural world. | Patricio Sanchez Campos |

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| **Global Consumer Behaviour: Understanding Consumer diversity in the marketplace**<br>(track 02) | 'Global Consumer Behaviour' is a comprehensive course that has been meticulously designed to cater to the needs of professionals working or interested in working at an international level. The course content is structured to provide a deep understanding of the complexities of consumer behaviour in a global context. We begin with an exploration of cultural influences on consumer behaviour. We delve into how societal norms, values, and customs across different cultures shape consumer preferences and decision-making processes. This understanding is crucial for executives looking to tailor their products or services to meet the unique needs of consumers in different markets. | Patricio Sanchez Campos |




| Course | Description | Professor |
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| **Leadership and Negotiation: Lessons from Great World Leaders** (track 01) | Great leaders throughout history have shaped the world not just through their vision, but through their ability to negotiate in complex and high-stakes environments. Leadership and Negotiation: Lessons from Great World Leaders is a dynamic course that combines leadership theory with negotiation strategies, drawing on the inspiring examples of renowned world leaders. Participants will explore how figures like Nelson Mandela, Lech Walesa, Angela Merkel, or Henry Kissinger navigated some of the most challenging negotiations of their time, using these lessons to enhance their own leadership and negotiation capabilities. The course blends historical case studies with interactive exercises, allowing students to apply leadership-driven negotiation tactics in real-world scenarios. | Remigiusz Smolinski |
| **Strategic Negotiation Performance** (track 02) | In today´s competitive business landscape, negotiation skills are essential for driving success. Strategic Negotiation Performance is an advanced practice-oriented course designed to equip students with cutting-edge strategies and experience in high-stakes negotiations. Through a combination of interactive lectures and hands-on exercises, participants will develop the skills needed to succeed in real-world negotiation scenarios. | Remigiusz Smolinski |




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| **Investment Valuation with Real Options** (track 02) | This course opens with a review of the complex and ambiguous nature of valuation in strategic decisions in a technological modern corporation and an overview of the need for flexibility, to address the uncertainty in business environments, when using the traditional valuation methods, using derivatives. Financial options are introduced as a tool to increase strategic flexibility and to deal with uncertainty. A detailed coverage of real options analysis is presented, including the purpose of real options analysis, types of real options, and principles of valuation. The course concludes with some real cases examples that provides detailed instructions and insights of the most common valuation approaches, with real options, in different situations. | David Camino |




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| **Data Science for Business Transformation** (track 01) | This course sensitizes students on how companies can harness the potential of data science to make more informed decisions and conduct various activities in radically different ways and gain competitive advantage. The course enables students to diagnose business problems, conduct an in-depth analysis of the external and internal environment, and understand how best to generate strategic business insights. The course also helps students appreciate the impact of analytics and Big Data on a firm's operations and performance. | Aleš Popovic |
| **Applied Data Analytics for Managers** (track 02) | Today, data is considered the new oil and the most valuable commodity of the digital age. Firms adopting data driven decision making have achieved significant productivity gains over competitors. Decision makers are using more computerized tools to support their work. Even consumers are using analytics tools, either directly or indirectly, to make decisions on routine activities such as shopping, healthcare, travel, and entertainment. The field of business intelligence and business analytics has evolved rapidly to become more focused on innovative applications for extracting knowledge and insight from data streams. New applications turn up daily in healthcare, sports, travel, entertainment, supply-chain management, utilities, and virtually every industry imaginable. The term analytics has become mainstream. | Aleš Popovic |




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| **Corporate Strategy and Management** (track 02) | In the business environment, corporate strategies aim to achieve a company's objectives of creating added value and successful positioning in markets that are often highly competitive and populated by effective and efficient rival firms. Corporate management addresses the strategic positioning of the company, its resources and capabilities, and its organizational structure, as well as explaining how a company can use and manage them to create and maintain a competitive advantage. To be successful, a company's strategy must cover all departments and functional areas. Thus, this course integrates the knowledge and skills acquired during previous studies in different business functional areas (for example, marketing, organizational behaviour, finance, accounting, etc.). By analysing multidisciplinary situations, you will be able to understand the nature of the problem and make strategic decisions to overcome difficulties that arise in the organization. | Marcelo Alvarado-Vargas |
| **Managing Product Development** (track 01) | Irrespective of their size, location, number of employees, revenue margin, or industry segment, all companies transform their innovative strategies into real world products or services. Some companies have well defined transformation steps that they call product/service development process; others simply just do whatever it takes without organized planning. But in general, they all go through iterative phases such as: concept, definition, design, development, qualification, deployment, and life cycle management. Furthermore, there are factors that impact all these phases such as: source of funding, people relations, market dynamics, supply chain, design/development tools, time constraints, internal/external regulations, etc. Adequate management of these factors enables the development process to be executed on time and on budget to meet customer needs and stakeholders' expectations. | Dina Requena |

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| **Business Models Revitalization** (track 01) | Innovative businesses are using a range of novel digital technologies to invent new business models and delight customers with convenience, high quality, and low prices. This wave of technology is fuelling disruption transforming many industries. Business success is rarely a function of technology alone, but is based on creating, delivering, and capturing value and differentiation. This course combines theoretical frameworks and practical approaches to answer the question: how can companies revitalize their business models to achieve competitive advantage by providing unique digital content, an exceptional customer experience, and a superior digital experience? | Ramiro Montealegre |
| **Business Intelligence for Managers** (track 02) | In times of rapid change and the increasing complexity, like the present, companies must learn swiftly, make smarter decisions, and ultimately create value. Business intelligence is an area of business administration that combines analysis facilitated by technology with business knowledge and human judgment to support and improve decision making. Many companies around the world are embarking on initiatives supported by technologies such as big data, business analytics, cloud computing, and the internet-of-things. However, they often view these initiatives as purely technological issues. There is a critical lack of managers who know how to analyse the business and use digital technologies to help companies find smarter ways to operate, improve their products and services, and stimulate innovation. This course focuses on the unification of strategy and business intelligence to identify opportunities and achieve competitive advantage (as well as avoiding the potential problem caused by poor information resource management). | Ramiro Montealegre |
| **Exceptional employee performance: How to elevate the performance of your subordinates to the next level.** (track 01) | This course provides the knowledge for a clear understanding of what excellence of individuals' performance means and what its driving forces are. As such, the course initiates with a thorough discussion of what exceptional employees are and the behaviours that characterize them. Then, the course transitions into a review of science- informed practices to move employees in the direction of excellence. At the end of the course, participants will leave with an ability to distinguish excellent employees and with a toolbox of strategies to elevate the performance of employees in organizations. | Otmar Varela |




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| **Strategic Management of Innovation and Technology** (track 01) | This course is designed to provide insights into how businesses can manage creative people, projects, and departments in close connection with product and service innovation. The course emphasizes the development of new products and the evaluation of projects with radical versus incremental innovation. In addition, students will understand organizational environments that foster innovation and productivity. Finally, the course will cover the strategic decisions managers must make to have a fruitful and robust environment for innovation to succeed and flourish in organizations. | Marcelo Alvarado-Vargas |



# Professors

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| Dina Requena | Dina's expertise lies on helping organizations (high tech & life sciences) generating product strategies and plans where their product portfolio can be delivered to market and managed efficiently by using adequate processes (DevOps, Agile, Waterfall, Hybrid) tailored to their specific industry needs with strong focus on improving enterprise level operational efficiencies for go to market agility. She brings technology development and management experience from her corporate assignments at IQVIA, Lenovo, Toshiba, IBM, and her own cloud computing startup. She has led large and complex global teams in successfully delivering new technologies to market while meeting or exceeding business objectives.<br><br>Ph.D. North Carolina State University. |
| Patricio Sanchez Campos | Dr Patricio Sanchez-Campos is an academic with 23 years of experience in the HE sector. Currently he holds the role of Director of International Study and Student Mobility at the University of Nottingham Business School (UK). He has held several senior roles in HE, including Director of UG Programs, Director of MBA Programs, Academic Director at various PG Programs, Director of Global Engagement. His leadership experience extends to serving on AACSB, EQUIS, and AMBA accreditation processes and committees, as well as University Strategic Boards. His research is interdisciplinary but rooted in the fields of transformative consumer research, consumer culture, consumer vulnerabilities, and the effects marketisation in society, following an interpretivist paradigm. He employs Critical Discourse Analysis (CDA) to explore the societal impact of language and the reproduction and resistance of social power, dominance, and inequalities through text and talk. |

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| Remigiusz Smolinski | Prof. Dr. Remi Smolinski´s research focuses on the theory and practice of negotiation, especially in an international environment. He graduated with a PhD from the HHL Leipzig Graduate School of Management in the field of international negotiation. He was visiting scholar at the Harvard's Program on Negotiation and Tufts University's Fletcher School of Law and Diplomacy. Prof. Smolinski has published numerous specialist articles in peer-reviewed journals and is a negotiation professor at HHL Leipzig Graduate School of Management. In addition to his academic career, he has extensive experience as a senior executive, management consultant, coach, and trainer. Prof. Smolinski is the founder of The Negotiation Challenge, international negotiation competitions for students and professionals and Academic Director of the Center for International Negotiation. |
| David Camino | David Camino is Professor of Accounting and Financial Economics and Director of the University Institute of Law and Economics (IUDEC) at Universidad Carlos III de Madrid. David attended College in Barcelona and received a Bachelor, MBA and PhD degrees in Management and Business Economics from UNED and Universidad Autónoma Madrid, as well as a Diploma in Advanced Corporate Finance from the LSE and a Master in Public Administration (MPA) from Harvard University on a Fulbright scholarship. |
| Aleš Popovič | Professor Aleš Popovič, PhD, is a distinguished academic and researcher in Information Systems, holding prestigious positions at NEOMA Business School, France, and the University of Ljubljana, Slovenia. With a Ph.D. in Information Management, his work focuses on the value digital innovations bring to organizations and markets. Popovič has published over fifty peer-reviewed scientific articles, showcasing his research in top academic outlets. He is a leader in various academic roles, including Head of the MSc Business Analytics at NEOMA & Director of Area of Excellence »AI, Data Science & Business«. His significant research contributions are recognized with awards and high citations. |

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| Marcelo Alvarado-Vargas | Marcelo J. Alvarado-Vargas is a Tenured Associate Professor of Management at the Neff College of Business and Innovation at the University of Toledo in Ohio, USA. He earned his Ph.D. in Business Administration (2013) and a Master in International Business (2004) from Florida International University in Miami, FL, a M.Sc. in Operations and Technology Management (2006) from Universiteit Gent in Belgium, and a B.Sc. in Production Engineering (2002) from Universidad Privada Boliviana in Bolivia.<br><br>His research manuscripts have been published in the Journal of International Business Studies, Long Range Planning, Journal of Business Research, Journal of International Management, Multinational Business Review, International Journal of Emerging Markets (IJoEM), International Journal of Technology Management, among the most relevant. His research articles have been presented at international conferences such as the Academy of International Business, Academy of Management, and Strategic Management Society, among others. His research interests are in the areas of strategic management, firm innovation and technology management, international business, and corporate reputation.<br><br>He serves as a Co-Editor and Associate editor at IJoEM and the American Journal of Business. |
| Ramiro Montealegre | Ramiro Montealegre is a Professor of Information Systems at the University of Colorado, Boulder. He received his doctorate in business administration from the Harvard Business School in the area of management information systems. His master's degree in computer science is from Carleton University, Canada. He holds a bachelor's in engineering degree from the Francisco Marroquín University, Guatemala. He has been Invited Lecturer at the IndianSchool of Business, University of Toronto, Case Western Reserve University, Universidad Torcuato DiTella in Argentina, INCAE Business School in Costa Rica, Instituto Tecnológico y de Estudios Superiores de Monterrey in Mexico, and Universidad Francisco Marroquin in Guatemala. He is a recipient of five consecutive annual teaching excellence awards for outstanding teaching at the University of Colorado: the Boulder Faculty Assembly Excellence in Teaching, the Tony Tisone Teaching Excellence |

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| | Award, the Joseph Frascona Excellence Award, the Graduate Professor of the Year Award, and the MBA Professor of the Year Award. |
| Otmar Varela | Dr. Otmar Varela earned a Ph.D. with a concentration in organizational behaviour from Tulane University. He is currently a professor of management with the University of Arkansas at Little Rock. Dr. Varela's research deals with the development of managerial skills, the effectiveness of pedagogical interventions, and professional careers in academe. Dr. Varela's teaching involves distinct aspects of organizational behaviour (e.g., leadership, teams). His passion for teaching has been recognized via teaching awards at his current post and at schools abroad. Of note, Dr. Varela has served as a visiting faculty in nine business schools in South America, North America, and Europe. |

