



**ESAN
INTERNATIONAL
WEEK®**

53^o EDITION INTERNATIONAL WEEK

**FROM JANUARY 11TH TO 15TH
2027**



**esan
BUSINESS**

GRADUATE
SCHOOL OF



Since 1997, ESAN Graduate School of Business has organized International Week twice a year.

This edition will feature new courses and distinguished professors from around the world, bringing their expertise and global perspectives to our participants.

Attendees will delve into cutting-edge topics in management, global challenges, and innovative business practices, ensuring an enriching and transformative learning experience.



TRACK 01



- MONDAY TO THURSDAY → 8:00 - 12:20 HRS
- FRIDAY → 08:00 - 10:00 HRS.
- 20-MINUTE BREAK AT 10:00 HRS

TRACK 02



- MONDAY TO THURSDAY → 14:00 - 18:20 HRS
- FRIDAY → 10:20 - 12:20 HRS.
- 20-MINUTE BREAK AT 16:00 HRS

TRACK 01

FIELD OF STUDY	COURSE	TRACK	PROFESSOR
Management & Leadership	Leadership and High Performance Management	T1	Otmar Varela
Artificial Intelligence (AI)	Applied data analytics for managers	T1	Ales Popovic
Operations & Supply Chain Management	Applied AI for Supply Chain and Logistics Management	T1	Jesus Majem
Management & Leadership	Human-Centered Leadership in a Changing World: Leading People Across Cultures, Technologies, and Complexity.	T1	José Luis Vallejo García
Business & Entrepreneurship	Cross-Cultural Communication and Negotiation	T1	Renato Pereira
Strategy Management	The Strategic Context of International Business	T1	CarlosRufin

TRACK 01

FIELD OF STUDY	COURSE	TRACK	PROFESSOR
Innovation & I.T.	Smart Defenses: Cybersecurity for a Connected World	T1	Geoffrey Dick
Marketing	Responsible Use of GenAI in Digital Marketing Processes	T1	Belen Perdigones
Innovation & Technology	Technology Innovation & Forecasting	T1	Konstantinos Nikolopoulos
Operations & Supply Chain Management	Business project management	T1	Jordi Dalmau Royo
Finance	FinTech	T1	Chris Schinckus
Business & Entrepreneurship	Negotiating in the AI Era	T1	Remi Smolinski
Finance	Financial Risk Management in the Age of AI	T1	Gerardo Hernández del Valle

TRACK 02

FIELD OF STUDY	COURSE	TRACK	PROFESSOR
Innovation & I.T.	AI-Driven Leadership	T2	Ales Popovic
Marketing	Strategic eCommerce Management with Artificial Intelligence	T2	Jesus Majem
Management & Leadership	Human Capital Transformation: Building Future-Ready People and Organizations.	T2	José Luis Vallejo García
Business & Entrepreneurship	Innovation Management, Valuation, and Funding of Start-Ups	T2	Renato Pereira
Business & Entrepreneurship	Innovation and Entrepreneurship in World-Class Clusters	T2	Carlos Rufin
Innovation & I.T.	Data-Driven Decisions: Business Intelligence in Action	T2	Geoffrey Dick

TRACK 02

FIELD OF STUDY	COURSE	TRACK	PROFESSOR
Artificial Intelligence (AI)	AI-Augmented Decision Making	T2	Belen Perdigones
Operations & Supply Chain Management	Service Operations management	T2	Konstantinos Nikolopoulos
Strategy Management	Strategic leadership, transformation and change	T2	Jordi Dalmau Royo
Innovation & I.T.	Business Blockchain	T2	Chris Schinckus,
Management & Leadership	Leadership and Negotiation: Lessons from Great World Leaders	T2	Remi Smolinski
Finance	Quantitative Portfolio Management and Robo-Advisory	T2	Gerardo Hernández del Valle

Leadership and High Performance Management

Are you aware of your core leadership tendencies and how they shape your unit's performance? This course explores fundamental leadership styles, helps you assess your own behavioral tendencies, and examines the personal and organizational implications of your approach. Ultimately, you will learn how to leverage your leadership style to drive sustained high performance across your team.



**Otmar
Varela**

Dr. Otmar Varela earned a Ph.D. with a concentration in organizational behavior 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 behavior (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.

AI-Driven Leadership

In the era of artificial intelligence, effective leadership is essential for driving digital transformation and maintaining a competitive edge. This course examines the intersection of leadership and AI, preparing professionals to navigate technological implementation, manage ethical considerations, and oversee workforce realignment. Participants will explore practical frameworks for both generative AI and predictive analytics, learning how to leverage these tools to enhance decision-making, optimize operations, and foster organizational agility. The program concludes with a comprehensive project focused on planning an AI system implementation.



Professor Aleš Popovič, PhD is a Distinguished Professor in Information Systems at NEOMA Business School, France. With a Ph.D. in Information Management, his work focuses on the value digital innovations bring to organizations and markets. Professor 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 the Area of Excellence »AI, Data Science & Business«. His significant research contributions are recognized with awards and high citations.

Applied data for analytics managers

Today, data is considered the new oil and the most valuable commodity of the digital age, enabling data-driven firms to achieve significant productivity gains over their competitors. Analytics has become omnipresent, transforming both business management and everyday consumer activities across healthcare, travel, commerce, and entertainment. In this context, the modern job market demands hybrid professionals capable of fusing technical and statistical rigor with strong business acumen, bridging the traditional gap between pure technologists and managers lacking analytical foundations. This course adopts a managerial and practical approach to prepare future leaders for the strategic use of data analytics and Business Intelligence (BI). Through a solid conceptual foundation combined with hands-on practice and the analysis of real-world cases—detailing challenges, solutions, and results—students will develop the critical thinking needed to successfully lead technological adoption within their organizations.



Professor Aleš Popovič, PhD is a Distinguished Professor in Information Systems at NEOMA Business School, France. With a Ph.D. in Information Management, his work focuses on the value digital innovations bring to organizations and markets. Professor 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 the Area of Excellence »AI, Data Science & Business«. His significant research contributions are recognized with awards and high citations.

Applied AI for Supply Chain and Logistics Management

This course explores how Artificial Intelligence is transforming supply chain and logistics management, from planning and procurement to warehousing, distribution, and transportation.

It combines a strategic perspective with practical applications, including the design of AI agents for logistics processes. Participants will also analyze real-world business cases to understand how companies are integrating AI into their supply chain operations and how these technologies can improve efficiency, flexibility, and competitiveness.



**Jesús
Majem**

Jesús Majem Tarruella: Senior Industrial Engineer (UPC), MBA (UPC/EAE), and Master in Integral Logistics (ICIL). International consultant, founding partner of AB Brain, and executive with a strong track record in both the corporate and sports sectors. He has held prominent leadership and institutional roles, including serving on the Board of Directors of the FC Barcelona Foundation, President of the Vilassar de Mar Yacht Club, and board member of the Catalan Sailing Federation, in addition to being an active investor and mentor in the startup ecosystem (Business Angel). In academia, he teaches at prestigious international institutions such as the University of Barcelona, ESIC, ESAN (Lima), UTP (Lima), the School of Economics and Business (FEN) at the University of Chile, and QLU (Panama). He specializes in operations, supply chain management, logistics, e-commerce, and sports management.

Strategic eCommerce Management with Artificial Intelligence

This course explores how Artificial Intelligence is redefining the eCommerce ecosystem, from business strategy and digital operations to customer experience and sales.

Participants will examine practical applications of current AI tools in automation, digital marketing, content generation, sales optimization, inventory management, customer engagement, and the scalability of digital business models.

The course combines strategic concepts with practical examples and real-world applications, providing participants with a framework to understand how AI can be effectively integrated into eCommerce companies and digital businesses.

As a practical project, students will design and launch a new eCommerce business, applying the concepts and AI tools covered throughout the course to develop and implement their own digital commerce model.



**Jesús
Majem**

Jesús Majem Tarruella: Senior Industrial Engineer (UPC), MBA (UPC/EAE), and Master in Integral Logistics (ICIL). International consultant, founding partner of AB Brain, and executive with a strong track record in both the corporate and sports sectors. He has held prominent leadership and institutional roles, including serving on the Board of Directors of the FC Barcelona Foundation, President of the Vilassar de Mar Yacht Club, and board member of the Catalan Sailing Federation, in addition to being an active investor and mentor in the startup ecosystem (Business Angel). In academia, he teaches at prestigious international institutions such as the University of Barcelona, ESIC, ESAN (Lima), UTP (Lima), the School of Economics and Business (FEN) at the University of Chile, and QLU (Panama). He specializes in operations, supply chain management, logistics, e-commerce, and sports management.

Human-Centered Leadership in a Changing World: Leading People Across Cultures, Technologies, and Complexity.

As organizations become increasingly global, digital, and culturally diverse, leadership requires more than technological and managerial competence. This course explores the human side of leadership in environments shaped by AI, cultural complexity, uncertainty, and continuous transformation.

Students examine cultural intelligence, trust, communication, motivation, ethical judgment, and human-technology interaction across different organizational contexts. Through cases and practical exercises, participants develop the ability to lead diverse people effectively while balancing technological possibilities with human judgment, relationships, responsibility, and purpose.



**Jose Luis
Vallejo García**

Dr. Vallejo García holds a degree in Business Administration and Accounting from Universidad Panamericana (Mexico, 1998), an MBA in International Business Consulting from Offenburg University (Germany, 2003), a Ph.D. in Management Sciences from the University of Strasbourg (France, 2012) and a Master of Science in Psychology from the Technological University of Mexico (2019). With certifications in organizational psychology and intercultural management, he has consulted for various sectors, including financial institutions, diplomatic representations and higher education. Previously, he directed industrial relations at Think Tank Corporate Consulting GmbH in Munich, and was an associate consultant at Siemens SQT. In 2006 he founded CCEi (Centro de Comunicación y Estudios Interculturales de Occidente) in Guadalajara. Since 2013, he is an associate professor at the University of Strasbourg, teaching HRM, Intercultural Management and Organizational Psychology, and served as regional coordinator for Latin America. Additionally, he is a visiting professor in Germany and Austria and has taught in 30 countries. Author of the book: Intercultural Competence: A Conducive Factor of Managers' Readiness for Organizational Change (Hamburg, 2015).

Human Capital Transformation: Building Future-Ready People and Organizations.

Human capital has become a critical source of organizational adaptability and sustainable competitive advantage. This course explores how organizations can transform their human capital to respond to technological disruption, AI, demographic change, and evolving employee expectations. Students examine talent development, reskilling, engagement, employability, organizational culture, and the changing psychological contract. Through practical frameworks and organizational cases, participants learn how to align people, capabilities, and purpose while preserving the distinctly human qualities that technology cannot easily replace.



**Jose Luis
Vallejo García**

Dr. Vallejo García holds a degree in Business Administration and Accounting from Universidad Panamericana (Mexico, 1998), an MBA in International Business Consulting from Offenburg University (Germany, 2003), a Ph.D. in Management Sciences from the University of Strasbourg (France, 2012) and a Master of Science in Psychology from the Technological University of Mexico (2019). With certifications in organizational psychology and intercultural management, he has consulted for various sectors, including financial institutions, diplomatic representations and higher education. Previously, he directed industrial relations at Think Tank Corporate Consulting GmbH in Munich, and was an associate consultant at Siemens SQT. In 2006 he founded CCEi (Centro de Comunicación y Estudios Interculturales de Occidente) in Guadalajara. Since 2013, he is an associate professor at the University of Strasbourg, teaching HRM, Intercultural Management and Organizational Psychology, and served as regional coordinator for Latin America. Additionally, he is a visiting professor in Germany and Austria and has taught in 30 countries. Author of the book: Intercultural Competence: A Conducive Factor of Managers' Readiness for Organizational Change (Hamburg, 2015).

Cross-Cultural Communication and Negotiation

This course is designed to introduce participants to the problematic of leading and managing multi-cultural teams in the globalized world by being effective in communication and negotiation. Contents include national cultures analysis across the world, discussion on the different patterns of intercultural communication, and cultural-based business negotiation techniques.



**Renato
Pereira**

Holding two Habilitation titles and two PhD degrees, Prof. Pereira is currently the Coordinator of the Management Research Group of the Business Research Unit and the Director of the Master programme in International Management at Iscte Business School, an AMBA and AACSB accredited institution in Lisbon, Portugal, where he was recently Associate Dean for Internationalization and Research.

Professionally, Doctor Pereira has been working with different actors of the entrepreneurial ecosystem for the past 20 years, including start-ups, incubators, tech-hubs, and funding institutions. He's been also advising governments on innovative policymaking. Renato has published over 70 papers in indexed journals and was awarded different research prizes. He has a long and extensive international academic experience, having taken visiting positions in universities from Angola, Brazil, China, Czechia, East-Timor, Finland, France, Hungary, India, Indonesia, Kenya, Lebanon, Macao, Mexico, Mozambique, Peru, Poland, Portugal, Russia, Slovenia, South Africa, Spain, Tanzania, Thailand, Uganda, United Arab Emirates, United Kingdom, and Uzbekistan. He is member of the Board of Directors of NIBES - Network of International Business and Economics Schools, in charge of Research.

Innovation Management, Valuation, and Funding of Start-Ups

This course aims at equipping students with a conceptual and processual understanding of innovation in the double perspective of venturing and finance. Contents include the context for innovation management, a thorough discussion on related processes, routines, and risk factors, and a how-to-use approach to funding and valuating start-up companies.



**Renato
Pereira**

Holding two Habilitation titles and two PhD degrees, Prof. Pereira is currently the Coordinator of the Management Research Group of the Business Research Unit and the Director of the Master programme in International Management at Iscte Business School, an AMBA and AACSB accredited institution in Lisbon, Portugal, where he was recently Associate Dean for Internationalization and Research.

Professionally, Doctor Pereira has been working with different actors of the entrepreneurial ecosystem for the past 20 years, including start-ups, incubators, tech-hubs, and funding institutions. He's been also advising governments on innovative policymaking. Renato has published over 70 papers in indexed journals and was awarded different research prizes. He has a long and extensive international academic experience, having taken visiting positions in universities from Angola, Brazil, China, Czechia, East-Timor, Finland, France, Hungary, India, Indonesia, Kenya, Lebanon, Macao, Mexico, Mozambique, Peru, Poland, Portugal, Russia, Slovenia, South Africa, Spain, Tanzania, Thailand, Uganda, United Arab Emirates, United Kingdom, and Uzbekistan. He is member of the Board of Directors of NIBES - Network of International Business and Economics Schools, in charge of Research.

The Strategic Context of International Business

This course focuses on the social, institutional and political contexts in which businesses develop global strategies. The course pays particular attention to social, legal and political dimensions of strategy that are an essential component for business survival in the contemporary world, but receive little consideration in standard strategic analysis, such as trade protectionism, political risks affecting foreign direct investment, the use of the law and the courts of justice as a competitive tool, government regulation, lobbying, and corporate social responsibility (CSR) or environmental, social, and governance (ESG) performance. The course systematically examines the political, regulatory, societal, and natural factors that shape the international context of business, with a particular focus on Latin America, and provides a framework for the analysis of this context across countries and the development of integrated business strategies combining competitive actions and engagement in this broader context in order to attain superior performance.



**Carlos
Rufin**

Carlos Rufin is Emeritus Professor of International Business and Public Administration at Suffolk University and President of the Institute for International Urban Development. His professional experience includes working as an independent consultant for organizations such as the World Bank and the Inter-American Development Bank, on projects related to Public- Private Partnerships, renewable energy, access to basic services, and regulatory reform and governance. He is the author of two books and numerous articles in major international journals. He has a PhD in Public Policy from Harvard University, an M.A. degree in Economics from Columbia University and a BA in Economics from Princeton University.

Innovation and Entrepreneurship in World-Class Clusters

The course unpacks the nature of contemporary innovation and technology entrepreneurship across many global industries, by examining why world-class innovations and innovation clusters emerge at specific locations that lead the pace of change in their respective industries. Clusters are groups of firms, related actors, and institutions in a specific location (most famously Silicon Valley) that give rise to leading innovations and innovative firms in specific industries over extended time periods. The course provides the conceptual tools to understand clusters and the nature of the innovation and entrepreneurial processes that take place in clusters, including not only the standard tools of competition, but also social systems and cooperation that shape inter-personal and inter-company relationships in clusters. Starting from cases and examples from the best-known clusters like Boston and Silicon Valley, students will be encouraged to examine innovation dynamics, challenges, and possibilities in other locations around the world, including Peru.



**Carlos
Rufin**

Carlos Rufin is Emeritus Professor of International Business and Public Administration at Suffolk University and President of the Institute for International Urban Development. His professional experience includes working as an independent consultant for organizations such as the World Bank and the Inter-American Development Bank, on projects related to Public- Private Partnerships, renewable energy, access to basic services, and regulatory reform and governance. He is the author of two books and numerous articles in major international journals. He has a PhD in Public Policy from Harvard University, an M.A. degree in Economics from Columbia University and a BA in Economics from Princeton University.

Smart Defenses: Cybersecurity for a Connected World

In today's data-driven world, cybersecurity is no longer just an IT concern, it's a critical responsibility for individuals across many fields, including personal use of technology. This course introduces students from all disciplines to the foundational concepts and real-world practices of cybersecurity, equipping them to safeguard both personal and professional digital assets. Students will explore why data has become one of the most valuable assets in modern organizations, and what it takes to keep that data available, confidential, and trustworthy. Through academic readings, industry case studies and interviews, challenge exercises and in-class discussions, the course examines key topics such as cybersecurity awareness, policy development, human behavior, training, operational continuity, and disaster recovery. Students will gain practical experience in identifying threats and developing possible solutions. The role of AI will play an important part throughout the course as it offers opportunities to enhance defenses while also providing a new weapon for attackers. Emphasizing both theory and practice, students will present current research and analyze real incidents. They will also identify emerging cyber threats and design practical action plans to address them, thereby building critical thinking and problem-solving skills relevant to any career path.



**Geoffrey
Dick**

Dr. Geoffrey Dick is an expert in Information Technology and global education. Currently an Associate Professor at St John's, teaching in the Information Technology and Cybersecurity programs, Dr. Dick possesses broad teaching expertise in business use of Information Technology, cybersecurity, emerging technologies and analytics. His extensive experience in cross-cultural collaboration includes teaching and working alongside citizens of Poland, Peru, Mexico, China, and Singapore. He has delivered high-level instruction and professional training in IT and emerging technologies, facilitating knowledge transfer by adapting curricula to meet the specific needs of international cohorts. He is a highly cited academic with extensive expertise in cross-cultural collaboration and modern digital infrastructure. His academic experience spans teaching and collaborating with diverse populations across Europe, Asia, Africa and the Americas.

Data-Driven Decisions: Business Intelligence in Action

This course has the objective of preparing students for the advent of big data and analytics as a management resource in their organizations, against a background of the current wave of emerging technologies. Using current academic and practice-based readings and case studies, the course will examine the key issues in the establishment, utilization and maintenance of the necessary analytical tool framework and resources. Students will be exposed to current AI agents aiding in data driven decision making and to the visualization software Tableau. While based primarily on academic articles and practice-based papers, which students will read and present as a summary to class, they will also be invited to identify potential big data sources that might be relevant to their current or expected organizations and design an analytical implementation program to take advantage of the opportunities it provides, while identifying relevant problem areas. Students, working in teams, will develop and present a practical, business analytics proposal as part of the course.



**Geoffrey
Dick**

Dr. Geoffrey Dick is an expert in Information Technology and global education. Currently an Associate Professor at St John's, teaching in the Information Technology and Cybersecurity programs, Dr. Dick possesses broad teaching expertise in business use of Information Technology, cybersecurity, emerging technologies and analytics. His extensive experience in cross-cultural collaboration includes teaching and working alongside citizens of Poland, Peru, Mexico, China, and Singapore. He has delivered high-level instruction and professional training in IT and emerging technologies, facilitating knowledge transfer by adapting curricula to meet the specific needs of international cohorts. He is a highly cited academic with extensive expertise in cross-cultural collaboration and modern digital infrastructure. His academic experience spans teaching and collaborating with diverse populations across Europe, Asia, Africa and the Americas.

AI-Augmented Decision Making

This course explores the evolution of executive decision-making in the era of artificial intelligence. By adopting generative and agent-based AI processes, participants will learn how to shift from traditional models toward AI-augmented decision-making, where technology functions as a support system working alongside managers. The program covers the entire decision cycle—from data and analytical AI to human validation—while addressing risk management, data visualization, and the practical application of AI tools.



**Belén
Perdigones**

PhD in Business Economics, Universidad Autónoma de Madrid. Fellow of the Higher Education Academy (FHEA - UK) Master's in marketing science by ESIC Business & Marketing School, Spain. Master's in marketing from ESAN Business School, Peru. Bachelors in BA (Business Administration) UCA, Spain. Currently MBA Director and Professor at Universidad Alfonso X (Madrid). Expert in Marketing, Data Analytics, specializing in Behavioral Economics applied in fields such as sports, consumer behavior, retail, nutrition, among others. She has advised major brands for more than 10 years with brands such as Coca-Cola, Nestlé, BBVA, Telefónica, Movistar, Alicorp, among many others.

Responsible Use of GenAI in Digital Marketing Processes

This course analyzes how generative AI is reshaping marketing and sales strategies. Focusing on the "Augmented Consumer 5.0," the curriculum examines the intersection of technology and behavioral economics—such as nudging, priming, and impulse buying. Students will learn how to leverage AI for automated and personalized communications while critically analyzing biases, risks, and the ethical application of new digital techniques. The goal is to build strong, sustainable brands through responsible strategies



**Belén
Perdigones**

PhD in Business Economics, Universidad Autónoma de Madrid. Fellow of the Higher Education Academy (FHEA - UK) Master's in marketing science by ESIC Business & Marketing School, Spain. Master's in marketing from ESAN Business School, Peru. Bachelors in BA (Business Administration) UCA, Spain. Currently MBA Director and Professor at Universidad Alfonso X (Madrid). Expert in Marketing, Data Analytics, specializing in Behavioral Economics applied in fields such as sports, consumer behavior, retail, nutrition, among others. She has advised major brands for more than 10 years with brands such as Coca-Cola, Nestlé, BBVA, Telefónica, Movistar, Alicorp, among many others.

Technology Innovation & Forecasting

To introduce the students to the development, drivers, and trends of Technology Innovation. To introduce the students to the theory, models and tools of technology forecasting and Foresight. To introduce the students to the use of analytics for Innovation and Technology



**Konstantinos
Nikolopoulos**

Dr. Konstantinos (Kostas) Nikolopoulos is the Professor in Business Information Systems and Analytics at Durham University Business School. He is also the Global DBA Director and the Deputy Head of Department of Management and Marketing. Dr. Nikolopoulos studied Electrical and Computer Engineering at the National Technical University of Athens (EMΠ) in his native Greece (D.Eng. 2002, Dipl. Eng. 1997). He further completed the International Teachers Programme (ITP) at Kellogg School of Management at Northwestern University (2011). His research interests are Forecasting, Analytics, Information Systems, and Operations.

Service Operations management

The design and delivery of services to provide an appropriate level of customer service is an important and challenging issue for many organizations. This module aims to develop students' knowledge and understanding of the key issues and factors relating to how organizations can deliver services to achieve competitive advantage through customer satisfaction. To provide a comprehensive and critical introduction to the main theoretical and managerial issues relating to the service concept, customer management and the design and delivery of services. To encourage students to think critically and deeply about service design and delivery and how these relate to customer perceptions, expectations, emotions, satisfaction, future behavior, social justice, employee well-being and sustainability. To enable students to understand and apply different ideas, theories and concepts relating to service operations management.



**Konstantinos
Nikolopoulos**

Dr. Konstantinos (Kostas) Nikolopoulos is the Professor in Business Information Systems and Analytics at Durham University Business School. He is also the Global DBA Director and the Deputy Head of Department of Management and Marketing. Dr. Nikolopoulos studied Electrical and Computer Engineering at the National Technical University of Athens (NTUA) in his native Greece (D.Eng. 2002, Dipl. Eng. 1997). He further completed the International Teachers Programme (ITP) at Kellogg School of Management at Northwestern University (2011). His research interests are Forecasting, Analytics, Information Systems, and Operations.

Strategic leadership, transformation and change

To develop skills in liquid organizations, digital transformation, strategic management, balanced scorecard and professional branding.



**Jordi
Dalmau Royo**

PhD in Telecommunications, Harvard Business School Dean for Business (from January 2026), HBS assistant teacher in Corporate Strategy and Cybersecurity (from August 2025), having worked for companies like HP, JP Morgan in USA, ZARA and ABERTIS in Spain, and AIRBUS in France. His main skills are corporate strategy, business project management, innovation, marketing, cybersecurity and supply chain management. Native English (USA citizen), apart from Spanish citizen.

Operations & Supply Chain Management

To land academic project management onto the company, regarding EPM model, to make a decision, PMO, change management and crisis management.



**Jordi
Dalmau Royo**

PhD in Telecommunications, Harvard Business School Dean for Business (from January 2026), HBS assistant teacher in Corporate Strategy and Cybersecurity (from August 2025), having worked for companies like HP, JP Morgan in USA, ZARA and ABERTIS in Spain, and AIRBUS in France. His main skills are corporate strategy, business project management, innovation, marketing, cybersecurity and supply chain management. Native English (USA citizen), apart from Spanish citizen.

Business Blockchain

This course provides a comprehensive, non-developer economic and strategic framework for leaders and entrepreneurs to understand how distributed ledger technology (DLT) and blockchain are reshaping global business models, corporate governance, and commercial transactions.

Key Learning Objectives:

- Technical & Strategic Fundamentals: Understand core architectures—such as consensus mechanisms, smart contracts, and cryptographic trust—without requiring coding skills.
- Real-World Business Use Cases: Explore practical applications in end-to-end supply chain provenance, cross-border payments, automated compliance (KYC/AML), and asset tokenization.
- Sustainability & ESG Impact: Critically analyze the ecological and economic trade-offs ("The Good, Bad, and Ugly") of blockchain within modern environmental, social, and governance standards.



**Chris
Schinckus**

Dr. Chris Schinckus is a Full Professor, Dean of the Faculty of Business and Computing and Vice Provost (Innovation & Entrepreneurship) at the University of the Fraser Valley in Canada. He is also an Honorary Professor at the University of Leicester (UK). Dr. Schinckus holds 3 PhDs including one Ph.D. in Finance from the University of Paris I-Sorbonne. Prof. Schinckus' research deals with econophysics; physics applied to finance; finTech & cryptocurrencies; Energy and economics, anthropocene and finance. He published more than 150 papers in peer-reviewed journals and two books on Econophysics (Oxford University Press & Cambridge University Press). Stanford University recently published a database with the World's top 2% scientists (based on standardized citation metrics across all scientists and scientific disciplines). Dr. Schinckus has been included in the Stanford University database regrouping the World's top 2% scientist's database. Professor Schinckus is also a Certified Expert in Digital Finance from the Frankfurt School of Finance & Management, In parallel to his academic activities, Christophe also collaborates as a research consultant for private companies, such as JPMorgan or Suez Gaz de France - he recently worked with the African Development Bank. Before joining UFV, Chris gained teaching and managerial experience in different universities on three different continents.

FinTech

Driven by emerging technologies and regulatory shifts, the global financial landscape is undergoing an unprecedented transformation. This course explores the core fundamentals of FinTech, examining how startups, tech firms, and digital platforms are disrupting traditional financial infrastructure, driving inclusion, and reshaping markets worldwide.

Key Learning Objectives:

- **FinTech Ecosystem & Landscape:** Understand the complex interaction between finance, technology, and regulation, with a special focus on emerging markets.
- **Core Topics & Emerging Tech:** Dive into digital and alternative finance, payment systems, data security, RegTech, and the foundational roles of Blockchain and Artificial Intelligence.
- **Strategic Vision:** Equip 21st-century professionals with the tools to navigate industry changes, identify new business models, and anticipate future market trends.



**Chris
Schinckus**

Dr. Chris Schinckus is a Full Professor, Dean of the Faculty of Business and Computing and Vice Provost (Innovation & Entrepreneurship) at the University of the Fraser Valley in Canada. He is also an Honorary Professor at the University of Leicester (UK). Dr. Schinckus holds 3 PhDs including one Ph.D. in Finance from the University of Paris I-Sorbonne. Prof. Schinckus' research deals with econophysics; physics applied to finance; finTech & cryptocurrencies; Energy and economics, anthropocene and finance. He published more than 150 papers in peer-reviewed journals and two books on Econophysics (Oxford University Press & Cambridge University Press). Stanford University recently published a database with the World's top 2% scientists (based on standardized citation metrics across all scientists and scientific disciplines). Dr. Schinckus has been included in the Stanford University database regrouping the World's top 2% scientist's database. Professor Schinckus is also a Certified Expert in Digital Finance from the Frankfurt School of Finance & Management. In parallel to his academic activities, Christophe also collaborates as a research consultant for private companies, such as JPMorgan or Suez Gaz de France - he recently worked with the African Development Bank. Before joining UFV, Chris gained teaching and managerial experience in different universities on three different continents.

Negotiating in the AI Era

Negotiation is rapidly evolving in the age of artificial intelligence. Negotiating in the AI Era is an advanced, practice-oriented course designed to prepare students for the future of dealmaking, where humans and machines interact at the bargaining table. The course equips participants with cutting-edge strategies while immersing them in live experiments with AI negotiation agents. The central feature of the course is a unique negotiation competition where students will negotiate not only against each other but also against autonomous AI agents. This hands-on experience allows participants to test their skills against artificial opponents, explore the strengths and weaknesses of human-AI interactions, and gain first-hand insights into how negotiation practice is being reshaped by technology. Prizes will be awarded to students who demonstrate outstanding strategic adaptability and performance in these human-AI negotiations.



**Remi
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

Leadership and Negotiation: Lessons from Great World Leaders

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 combines historical case studies with interactive exercises, allowing students to apply leadership-driven negotiation tactics in various scenarios.



**Remi
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

Financial Risk Management in the Age of AI

This course examines how artificial intelligence, machine learning, and new sources of data are transforming financial risk management. Starting from the foundations of market, credit, liquidity, and operational risk, the course explores how modern analytical techniques can complement traditional approaches to risk measurement, stress testing, early-warning systems, and decision-making. Particular attention is given to model risk, explainability, data limitations, and the new risks introduced by the use of AI itself. The course emphasizes both the potential and the limitations of these technologies from the perspective of financial institutions and policymakers.



**Gerardo
Hernández del
Valle**

Gerardo Hernández del Valle holds a Ph.D. in Probability and Statistics from Columbia University. He is Director of Financial Market Infrastructures at the Center for Latin American Monetary Studies (CEMLA) and has professional and academic experience in central banking, asset management, quantitative finance, financial mathematics, econometrics, machine learning, and risk management. He previously worked at Banco de México, in the asset-management industry, and has taught at the university level.

Quantitative Portfolio Management and Robo-Advisory

This course develops the foundations of quantitative portfolio management and examines how they can be incorporated into modern robo-advisory and investment-management systems. Beginning with diversification, risk and return, and the Markowitz framework, the course introduces covariance estimation, portfolio optimization, constraints, risk profiling, and portfolio construction. It then examines how machine learning and automated decision systems can extend traditional portfolio-management techniques. Practical examples illustrate the complete process from financial data to portfolio recommendations and implementation.



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