

MODULES AND SUBJECTS

MÁSTER UNIVERSITARIO EN GESTIÓN EMPRESARIAL
UNIVERSITY MASTER IN MANAGEMENT

MODULE NAME:		PROFESSIONAL DEVELOPMENT			
SEMESTER	1,2	TYPE	CORE	ECTS	8
FACULTY		Dr. Carles Brugarolas Dr. Ferran Velasco Ms. Marianne Slotboom Mr. Jacobus Philipus Vos Dr. Franc Ponti Mr. Jeroen Van Zoggel			

SKILL PROFILE

BASIC SKILLS		TRANSVERSAL SKILLS		GENERAL SKILLS		SPECIFIC SKILLS	
CB 6		CT 1	X	CG 1		CE 1	X
CB 7		CT 2	X	CG 2	X	CE 2	
CB 8		CT 3	X	CG 3		CE 3	
CB 9	X	CT 4	X	CG 4	X	CE 4	X
CB 10	X	CT 5	X	CG 5		CE 5	
		CT 6	X	CG 6	X	CE 6	X
		CT 7	X	CG 7		CE 7	
				CG 8	X	CE 8	
				CG 9		CE 9	
				CG 10		CE 10	
						CE 11	
						CE 12	

OBJECTIVES

In the context of a global, extremely competitive and highly volatile business environment organisations are facing a permanent struggle in order to become more adaptive, innovative and customer focused. As a result, more people will have to assume responsibility for making important business decisions, hence exercise true leadership. So, more than ever leadership at all levels will make the difference between success and failure.

The Professional Development Plan (PDP) subject consists of four residential training modules of 2 days each. EADA's philosophy on leadership development follows an inside-out approach: we sustain that the foundation for effective leadership resides inside ourselves. In order to lead other people effectively, we first need to develop the capability to influence and manage effectively ourselves.

LEARNING OBJECTIVES

- Understand the different roles of the different members of a team.
- Understand the characteristics of the different stages of team development.
- Is able to understand his own strengths and weaknesses as part of a team environment, and get the most out of the team
- Understand and put into practice the different cultural dimensions that affect the leadership process.
- Become familiar with the different teaching methodologies that you will experience during the Program.
- Prepare a Professional Development Plan to lay the foundation for your personal growth during the program year
- Is able to properly prepare and structure business presentations, understanding the objectives sought
- Controls and makes effective use of body language and audiovisual aids to reinforce the message.
- Understands the use of graphics, images, and metaphors to hold the audience's attention.
- Uses knowledge and experience to make effective use of his own abilities, maintaining self-control in adverse circumstances.
- Is aware of the effects generated by his/her own communicative behavior in other people and is able to respond accordingly
- Understands the concepts and put into practice the skills necessary to make public presentations to diverse audiences
- Is able to plan and prepare psychologically for a successful negotiation
- Can adopt different styles of negotiation depending on the situation
- Is capable of rethinking a position-based negotiation interaction in a joint value creation process
- Can identify the different interests of different negotiating parties.
- Learns how to negotiate more rationally, avoiding some common decision-making mistakes
- Is able to identify the different interests of the different negotiating parties
- Integrates the components of the different residential modules

CONTENTS

Leading oneself is about achieving balance: between self-confidence in our abilities and a self-critical attitude to enhance our learning rate; between positively acknowledging our accomplishments and assessing the gap of our undeveloped potential; between being flexible in responding to changing demands on one hand and having a consistent work methodology and habits that support our efficiency on the other. This means that a significant part of the first PDP module focuses on developing awareness and increasing self-knowledge among participants regarding their leadership potential, their inner motivations and core values.

At the same time, in today's densely interconnected workplaces, working with others closely, creatively, globally, and productively drives organizational and personal effectiveness. Although almost every organization relies heavily on teamwork to achieve their goals, the difficulties and possible conflicts that working in teams can produce, are not always considered. Therefore, during all PDP modules participants will also reflect on and practice their abilities to work effectively in teams, and strengthen their awareness on the additional challenges that diversity poses on work teams.

METHODOLOGY

The methodology focuses on learning by doing, reflecting and conceptualisation. To optimise the learning process and fully take advantage of the residential format, different teaching methodologies will be used, e.g. outdoor training and other experiential exercises, self-evaluation questionnaires, simulations, individual reflections, small group and plenary discussions.

EVALUATION

The final evaluation will be calculated as follows:

1. Class participation: quality, consistency and feedback. (30% min* - 40% max).
2. Specific evaluation tests: exams. (40% min - 50% max)
3. Carrying out work or projects (10% min –30% max)

In the event of a new health emergency that involves confinement, the activities and evaluation weights will not be altered. In case they cannot be done in person, they will be transferred to a virtual environment. Due to the difficulties in correctly evaluating participation in online environments, EADA may reduce the weighting of this component of the evaluation due to the current pandemic circumstances.