Skills for the disruptive Management

LANGUAGE OF INSTRUCTION:

English

TERMS OFFERED:

Summer & Winter terms

PROGRAM OVERVIEW:

Course description:

An interactive workshop designed to equip participants with essential communication, leadership and motivation skills needed to face changing business environment. Through dynamic activities, real-world case analysis and creative exercises, participants will develop the tools to foster innovation and drive performance in uncertain and evolving contexts.

LEARNING OUTCOMES:

- **Understand strategic interrelation**: Enable students to analyze how effective communication, human talent motivation, and inspirational leadership are interconnected and contribute to achieving strategic objectives in various types of contemporary organizations.

- **Develop communication skills**: Equip students with interpersonal and group communication skills and the ability to apply them effectively.

- **Evaluate motivation and leadership theories and models**: Encourage students to critically analyze different theories and models of motivation and leadership, identifying their strengths and limitations, and to propose strategies for motivating teams and exercising adaptive leadership in today's organizational context.

- **Apply principles in practical contexts**: Enable students to design and implement action plans that integrate transparent communication principles, effective motivation strategies, and appropriate leadership styles.

TEACHING METHODOLOGY:

The course will be delivered in an intensive format through in-person sessions that combine theoretical presentations with practical activities to cover the proposed content.

Participants will also receive supplementary materials for review, and reinforcement activities will be conducted to consolidate the learning from the synchronous sessions.

Throughout the course, participants will work in groups on a project from start to finish, following a learning-by-doing approach.

ASSESSMENT METHODOLOGY:

The course evaluation will be based on the performance of each participant regarding the following criteria:

- Participation: where active contributions to discussions, formulation of relevant questions, and exchange of ideas with peers will be assessed.

- Performance in practical exercises (individual / group): particular attention will be paid to the ability to apply theoretical concepts to practical situations and to collaboration in the development of exercises.

CONTENT BY UNITS:

Module 1: Creating Meaningful Conversations in Organizations

- Conversational skills.

- Storytelling

- Social media and artificial intelligence in communication

- Internal and external communication

Module 2: A Disruptive Way of Leading

- New trends

- Influence techniques

- Rethinking strategies for managing change

Module 3: The Power of Inspiration

- What does it mean to motivate?

- Classical theories

- Contemporary theories

- Inspiring change.

LEARNING REQUIREMENTS:

No prior knowledge of the subject is required. A basic level of English is recommended.

PROGRAM OUTLINE:

- Modality: In-person
- Class Duration: 3 hours per session
- Schedule: Monday to Thursday, 9:00 a.m. – 12 p.m
- Program Length: 4 weeks
- Total Contact Hours: 48

Course Schedule:

- **Summer Term Dates:** July 6th to 30th, 2026
- **Enrollment Deadline**: April 30th, 2026

- **Winter Term Dates:** January 4th to 28th, 2027
- **Enrollment Deadline**: November 15th, 2026

BIBLIOGRAPHY:

Buster, B. (2020). *Storytelling: How to tell your story so the world will listen*.

Echeverría, R. (2018). *The Emerging Company*. Granica.

Elías, J., & Mascaray, J. (1998). *Beyond Internal Communication*. Gestión 2000.

Hatum, A. (2022). *Fragmented: A brief history of how work ruined our lives*. Penguin Random House.

Pérez van Morlegan, L., & Ayala, J. (2011). *People's behavior in organizations*. Pearson.

Robbins, S., & Judge, T. (2009). *Organizational Behavior* (13th ed.). Pearson Prentice Hall.

Senge, P. (1990). *The Fifth Discipline*. Granica.

COURSE GRADING:

The final course grade will be based on a percentage system founded on the points accumulated during the program, according to the following scale:

A 10

A- 9

B+ 8

B 7

B- 6

C+ 5

C 4

D 2

F 1

U Absent