

# Management: A Professional Future

## Barcelona, 14-21 July

	Time	
<b>Thursday</b>	07:50	Rise
	08:30	Holy Mass
	09:10	Breakfast
	10:00	Meditation
	10:20	Individual Case Preparation
	11:25	Case: Product Marketing
	11:25	Group Meeting
	11:55	Case: Product Marketing Workrooms: see Group for Team Work sheet
	12:00	<b>General Session. Case</b>
	13:15	<b>Case: Product Marketing</b> Albert Valentí Assistant Professor of Marketing, IESE Classroom: F-402
	13:15	Sports / Spare Time
	14:15	Lunch
	15:00	<b>Entrepreneurs series</b> Ousman Umar, Founder of NASCO Feeding Minds.
	16:30	<b>General Session. Lecture</b>
	17:00	<b>The MBA at IESE: The Youth Talent Path</b> Karen Crisóstomo MBA Associate Director in Admissions for Spain, Portugal, Middle East and Africa. Classroom: F-402
	17:30	<b>General Session</b>
18:30	Gaizka Ormazabal, Associate Professor of Accounting, IESE Classroom: F-402	
18:45	Snack	
19:15	Spare Time: Visit to Barcelona / Sports Dinner in Barcelona	
23:30	Back to C.M Pedralbes	