

## Information:

**Date:**

July 14-21, 2024

**Place:**

IESE Barcelona  
Av. Pearson, 21  
08034 Barcelona  
Spain

**Accommodation:**

CMU Pedralbes  
Av. Pearson, 27-29  
08034 Barcelona  
Spain  
Tel.: +34 93 280 63 13  
iese.cmpedalbes@gmail.com

**Price:**

850€  
(This includes  
accommodation,  
meals and materials)

**Registration:**

Deadline: June 30, 2024



A Way to Learn  
A Mark to Make  
A World to Change

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SUMMER COURSE FOR UNIVERSITY STUDENTS

# Management: A Professional Future

Barcelona, July 14-21, 2024



## Management: A Professional Future

Today's global managers need to have knowledge and competencies beyond those offered by university curricula. They must be able to analyze situations with clarity, make hard decisions and take responsibility for their actions. They have to find solutions to complex problems, while keeping in mind all the people who are involved in and affected by the process.

In order to offer good guidance to university graduates interested in a business career, the Col.legi Major Universitari Pedralbes, in collaboration with IESE Business School, offers its 39th annual summer course: "Management. A Professional Future." The course is led by IESE faculty, company executives and entrepreneurs.

IESE seeks not only to convey theoretical knowledge, but to develop practical managerial skills. For this reason, the main teaching tool used during the course is the case method. IESE, which is consistently ranked among the world's top business schools, primarily employs this dynamic learning approach.

Business cases are descriptions of real-life business situations, covering a range of geographic origins and sectors. Students make an in-depth analysis of a specific situation and then define the key problems. After identifying several lines of action, they choose which one they consider most suitable. Next, they design a realistic plan to put this into practice. Guided by renowned professors, the case method approach combines both analysis and action.

In addition to morning class sessions, the course includes lectures, discussions and debates with professors and entrepreneurs.

Participants have the chance to receive one-to-one professional career guidance. Sports competitions and tours to Barcelona and the surrounding area are also organized.

Col.legi Major Universitari Pedralbes, is an initiative of Opus Dei, a personal Prelature of the Catholic Church. It offers seminars and workshops on the meaning of professional work and its impact on Christian life.

## Faculty



**Miguel Antón**  
**Professor of Financial Management**  
PhD in Finance, London School of Economics and Political Science



**Francisco J. Lara**  
**Professor of Managing People in Organizations**  
Catholic University of America



**Jorge Gonzalez**  
**Professor of Marketing**  
PhD in Marketing, London Business School



**Marc Badia**  
**Professor of Accounting and Control**  
PhD in Business Administration (Accounting), Columbia University



**Vicente Font**  
**Professor of Marketing**  
PhD in Economics, University of Barcelona



**Gaizka Ormazabal**  
**Professor of Accounting**  
PhD in Business, Stanford University



**Adrian Caldart**  
**Senior Lecture of Strategic Management**  
PhD in Management, IESE Business School, University of Navarre



**Inigo Gallo**  
**Professor of Marketing**  
PhD UCLA



**Albert Valenti**  
**Professor of Marketing**  
PhD in Management, Boston University