



SCHEDULE 2024-2025 EXECUTIVE EDUCATION

EXECUTIVE MASTER IN INNOVATION AND ENTREPRENEURSHIP IN THE FAMILY BUSINESS

 Online
 Spanish

SEPTEMBER 2024

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OCTOBER 2024

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NOVEMBER 2024

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SESSION	DATE	DAY	SUBJECT	CONTENT	PROFESSOR
1	27/09/2024	Friday	Value Creation Strategies	I. Introduction to the Master's Degree, Corporate ownership and value management, and Value management principles	Carlos Dumois, Guillermo Gutiérrez and Enric Bayó
2	04/10/2024	Friday	Value Creation Strategies	II. Value creation model	Carlos Dumois and Guillermo Gutiérrez
3	11/10/2024	Friday	Value Creation Strategies	III. Value management method	Carlos Dumois and Guillermo Gutiérrez
4	18/10/2024	Friday	Value Finance	I. Operational finance I - Working capital management and analysis of financial statements	Luis Miguel Álvarez
5	25/10/2024	Friday	Value Finance	II. Operational finance - Financial indicators	Luis Miguel Álvarez
6	08/11/2024	Friday	Shared Ownership in the Family Business	I. Introduction to shared ownership	Carlos Dumois and Guillermo Gutiérrez
7	15/11/2024	Friday	Competitive Focus and Value Generation	I. Introduction to market approach and fertilisation	Alfonso Orozco and Guillermo Gutiérrez
8	22/11/2024	Friday	Competitive Focus and Value Generation	II. Differentiation paths	Carlos Dumois and Guillermo Gutiérrez
9	29/11/2024	Friday	Competitive Focus and Value Generation	III. Positioning	Guillermo Gutiérrez, Horacio Marchand and Eduardo Caccia
10	13/12/2024	Friday	Competitiveness in a World of Disruption	Introduction to business innovation Competitive company - Main characteristics	Enric Bayó
11	10/01/2025	Friday	Competitiveness in a World of Disruption	Understanding changes - Market trends	Livia Fioretti
12	17/01/2025	Friday	Transformation in the Digital Age	Understanding changes - Technological disruption	Jordi Arruffi
13	24/01/2025	Friday	Shared Ownership in the Family Business	II. Leadership of Ownership	Alfonso Pompa, Carlos Dumois and Guillermo Gutiérrez
14	31/01/2025	Friday	Competitive Focus and Value Generation	IV. Competitive strategy	Carlos Dumois and Guillermo Gutiérrez
15	07/02/2025	Friday	Value Finance	III. The value of money over time, Analysis of investment projects, and Valuation of companies	Guillermo Estrada and Guillermo Gutiérrez
16	14/02/2025	Friday	Competitiveness in a World of Disruption	Tools, models, and methodologies - Value proposition (Value Proposition Canvas) and business model (Business Model Canvas)	Nicolas-Emmanuel Leblanc
17	21/02/2025	Friday	Shared Ownership in the Family Business	III. Succession	Carlos Dumois and Guillermo Gutiérrez
18	28/02/2025	Friday	Value Creation through Innovation	Intrapreneurial culture (inhibitors and drivers)	Enric Bayó
19	07/03/2025	Friday	Transformation in the Digital Age	AI tools applied to innovation	Jordi Castells
20	14/03/2025	Friday	Organisational Synergy and Value Multiplication	I. Introduction to synergy and desire	Carlos Dumois and Guillermo Gutiérrez
21	28/03/2025	Friday	Organisational Synergy and Value Multiplication	II. Government formula	Carlos Dumois and Guillermo Gutiérrez

- Class sessions
- Time in Spain from 4:00 pm. to 8:30 pm
- Time in Mexico from 9:00 am to 1:30 pm
- Miami Academic Week
- Weekends, non-working days and holidays
- Barcelona Academic Week
- Individual Coaching Sessions, Master's Thesis Mentoring or Advisory Committee
- Closing ceremony



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MAY 2025

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JULY 2025

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AUGUST 2025

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SEPTEMBER 2025

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22	04/04/2025	Friday	Shared Ownership in the Family Business	IV. Building Harmony and managing value in shared ownership	Carlos Dumois and Guillermo Gutiérrez
23	11/04/2025	Friday	Organisational Synergy and Value Multiplication	III. Ownership formula	Eliás Adam, Carlos Dumois and Guillermo Gutiérrez
24	25/04/2025	Friday	Organisational Synergy and Value Multiplication	IV. External synergy	Carlos Dumois and Guillermo Gutiérrez
25	02/05/2025	Friday	Value Finance	Value finance II. Mergers and acquisitions	Héctor Martínez and Guillermo Gutiérrez
26	09/05/2025	Friday	Value Creation through Innovation	Tools, models, and methodologies - Design Thinking (Problem space)	Anna Ripoll
27	16/05/2025	Friday	Value Creation through Innovation	Tools, models, and methodologies - Design Thinking (Solution space)	Anna Ripoll
28	23/05/2025	Friday	Shared Ownership in the Family Business	V. Governance and shared leadership	Patricio Morales, Carlos Dumois and Guillermo Gutiérrez
29	30/05/2025	Friday	Agile Project Management	Tools, models, and methodologies - Project management (Predictive vs. Adaptive)	Steven Wallace
30	06/06/2025	Friday	Shared Ownership in the Family Business	VI. Institutionalisation of shared ownership	Carlos Dumois and Guillermo Gutiérrez
31	13/06/2025	Friday	Collaboration with the Ecosystem	Collaboration with the ecosystem I	Marc Milian
32	20/06/2025	Friday	Strategic Alignment and Value Capture	Alignment of the organisation and talent management	Patricio Morales, Guillermo Gutiérrez and M. Luisa Velasco
33	27/06/2025	Friday	Strategic Alignment and Value Capture	Alignment of resources and information	Alfonso Orozco and Eduardo Martínez
34	04/07/2025	Friday	Value Creation Strategies	IV. Internationalisation	Carlos Dumois and Guillermo Gutiérrez
35	11/07/2025	Friday	Agile Project Management	Tools, models, and methodologies - KPIs and OKRs	Anita Bodnar
36	18/07/2025	Friday	Collaboration with the Ecosystem	Collaboration with the ecosystem II	Marc Milian
37	25/07/2025	Friday	Value Creation Strategies	V. Redesign of the business formula	Carlos Dumois and Guillermo Gutiérrez
38	29/08/2025	Friday		Project Presentations	
39	05/09/2025	Friday		Project Presentations	
	19/09/2025	Friday		Closing ceremony	

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