



Vaughan  
SYSTEMS



AYUNTAMIENTO  
VILLA DE NOJA

interbannetwork



# SUMMER BUSINESS SCHOOL ENGLISH

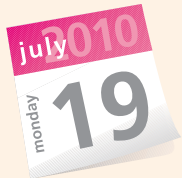
*(homage to Peter Drucker)*



Programme Director: Carlos Herreros  
Programme Deputy Director: Pablo Herreros

*«I read a story that conveyed to me what (excellence) means. It is a story of the greatest sculptor of ancient Greece, Phidias. He was commissioned around 440 B.C. to make the statues that to this day stand on the roof of the Parthenon, in Athens. They are considered among the greatest sculptures of the Western tradition, but when Phidias submitted his bill, the city accountant of Athens refused to pay it. 'These statues,' the accountant said, 'stand on the roof of the temple, and on the highest hill in Athens. Nobody can see anything but their fronts. Yet you have charged us for sculpting them in the round -that is, for doing their back sides, which nobody can see.' 'You are wrong,' Phidias retorted. 'The gods can see them.'»*

Peter Drucker, "My Life as a Knowledge Worker", Inc magazine



- 9,30 to 10,00 | **Welcome**  
The Right Honourable Mayor of Noja Participants will invited to take the “MBA Oath”<sup>(1)</sup>
- 9,30 to 12,00 | **Discovering how groups work**  
*Dr. Roberto de Inocencio*
- 12,00 to 13,30 | **Lecture: Sustainability: fact or fad?**  
*Mr. Andrés Gómez Bueno*
- 16,30 to 19,30 | **Workshop: Mental models**  
*Professor Carlos Herreros*



- 9,30 to 12,00 | **Current Management Thinking**  
*Professor Carlos Herreros*
- 12,30 to 13,30 | **Lecture “Reinventing business education: the future of the MBA and the MBA of the future”**  
*Professor Juan Manuel Roca*
- 16,30 to 19,30 | **Workshop: Appreciative Inquiry**  
*Professor Pablo Herreros*



- 9,30 to 11,30 | **Evolution and Organization**  
*Professor Pablo Herreros*
- 11,30 to 14,00 | **Guided Visit to the Wildlife Park at Cabárceno**
- 13,30 to 15,00 | **Sandwich Lunch during the excursion**
- 15,30 to 18,00 | **Visit to the Altamira Caves**



9,30 to 12,00 | **“Managing anxiety: the role of leaders in times of change and uncertainty” (I)**

*Professors Catherine Sandler and Kate Lanz*

**Lecture: “The Spanish Economy Today”**

*Professor José Villaverde, chair of Economy Universidad de Cantabria*

16,30 a 19,30 | **“Managing anxiety: the role of leaders in times of change and uncertainty” (II)**

*Professors Catherine Sandler and Kate Lanz*



9,30 to 12,00 | **What is strategy today?**

*Carlos Herreros*

12,00 to 13,30 | **Lecture**

*César Sánchez*

16,30 to 19,30 | **“Up in the air”**

*Professor Agustín Castro Ramos*

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9,30 to 19,30 | **Innovation and creativity is the new name of strategy**  
Visit to the Guggenheim Museum, the Oma Wood and the Chillida Leku Museum. Three places to experience the new

During the visits and on the bus: Strategy and Creativity  
*Professor Carlos Herreros*

9,30 to 12,00 | **Experiential Marketing**

*Jesús Vega*



12,00 to 13,30 | **Lecture**

*CEO and Coach Professor Jesús María Iturrioz CEO Banco Madrid*

16,30 to 19,30 | **Workshop Emotional Intelligence**

*Carlos Herreros*



9,30 to 19,30

**Visit to Atapuerca (province of Burgos)** where the “first European” (1.000.000 years) was found in prehistorical excavations. Lessons for Management and Leadership  
*Pablo Herreros*



9,30 to 12,00

**“Identifying Talent in a Changing Environment”**  
*Caroline Curtis. Banco Santander, U.K.*

12,00 to 13,30

**Lecture: “My leadership experience”**  
*Richard Vaughan CEO of Vaughan systems, radio, television, schools of English*

16,30 to 19,30

**“Dealing with sabotage and its manifestations in everyday organisational life” (I)**  
*Dr. Anton Obholzer(I) and Manuel Seijo*

20,30 to 23,00

**Farewell barbecue offered by Noja’s Local Council**



9,30 to 12,30

**“Dealing with sabotage and its manifestations in everyday organisational life” (II)**  
*Dr. Anton Obholzer and Manuel Seijo*

12,30 to 14,00

**Final lecture: Presenter to be announced**

14,00

**Closure of the programme**

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# THE OATH

As a manager, or when I become one, my purpose is to serve the greater good by bringing people and resources together to create value that no single individual can create alone. Therefore I will seek a course that enhances the value my enterprise can create for society over the long term. I recognize my decisions can have far-reaching consequences that affect the well-being of individuals inside and outside my enterprise, today and in the future. As I reconcile the interests of different constituencies, I will face choices that are not easy for me and others.

Therefore I promise:

- *I will act with utmost integrity and pursue my work in an ethical manner.*
- *I will safeguard the interests of my shareholders, co-workers, customers and the society in which we operate.*
- *I will manage my enterprise in good faith, guarding against decisions and behavior that advance my own narrow ambitions but harm the enterprise and the societies it serves.*
- *I will understand and uphold, both in letter and in spirit, the laws and contracts governing my own conduct and that of my enterprise.*
- *I will take responsibility for my actions, and I will represent the performance and risks of my enterprise accurately and honestly.*
- *I will develop both myself and other managers under my supervision so that the profession continues to grow and contribute to the well-being of society.*
- *I will strive to create sustainable economic, social, and environmental prosperity worldwide.*
- *I will be accountable to my peers and they will be accountable to me for living by this oath.*

*This oath I make freely, and upon my honor*

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(1)The oath is a voluntary pledge for graduating MBAs current MBAs and business practitioners to “create value responsibly and ethically.” Our mission is to facilitate a widespread movement of MBAs who aim to lead in the interests of the greater good and who have committed to living out the principles articulated in the oath.

Our long-term goal is to transform the field of management into a true profession, one in which MBAs are respected for their integrity, professionalism, and leadership. We hope to see hundreds of thousands of MBAs take the MBA oath, or something like it, as a step towards realizing this vision. See the oath text at the end of this brochure.

The MBA oath organization welcomes and supports our initiative and thus become one more of the 250 plus business education throughout the world who have adhered to it.

*Facts are free - you can look anything up on Wikipedia. What we need to teach now is how to interpret*

**WHO MAY ATTEND** Graduate students and undergraduates in the last term of business studies or equivalent, university undergraduates of any degree or diploma

- Executives, managers and entrepreneurs
- Management Professors and Scholars
- Anyone interested in thinking about the trends and contradictions of modern management.

**ENGLISH LANGUAGE REQUIREMENTS** First certificate of equivalent

**DRESS CODE** Informal throughout the programme

**SCHOOL FEES** 2.500 €

**EARLY BIRDS** 2.200 € (until May 20, 2010)

Fees include Entrance tickets to museums and Parks

**CANCELLATIONS** Fees will be refunded for cancellations before May 20.

Full refund also in the case of postponement of programme. 50% Fees will be refunded for cancellations between May 21 and June 10. No refund for cancellations after June 10

**PAYMENT** See registration form below

**DOCUMENTATION** Participants will receive prior to the school beginning articles and papers related to the curricular matters and issues to be discussed during the course.

*These fees do not include travel (except the scheduled excursions), accommodation or meals (except the sandwich meals of excursions)*

*The Noja Tourist Office provides information of 30 plus Hotels, Pensions and Rural Houses.*

*Contact Tourist Office: Miss EVA MARTÍNEZ • Phone 942 630 306*

This programme is co-sponsored by:

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# REGISTRATION FORM

Full Name \_\_\_\_\_  
University/Organization \_\_\_\_\_  
Preferred Mailing Address \_\_\_\_\_  
City \_\_\_\_\_  
State/Region \_\_\_\_\_  
Zip/Postal Code \_\_\_\_\_  
Country \_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

## SCHOOL FEES

1. Please check appropriate registraion fee

Postmarked & paid	<b>before/on may 15</b>	<b>after may 15</b>
	2.200 euros	2.500 euros

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2. Payment

Bank transfer to:  
HFC Capital Humano Creativo, S.L.  
BANESTO 0030 7001 49 0001989271

Please confirm by email (herrerros.c@gmail.com) your transfer  
Contact Carlos Herreros same email, phone 942310962

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