

COURSE SYLLABUS

Leveraging Neuroscience for Global Leadership

 On-campus | PM



Audencia



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Mark Samuel

Assistant Professor/Fellow

Short Biography

Mark Samuel, Director of the MBA Portfolio, and Management Consultant with Big 4 consulting firms and Assistant Professor at Audencia Business School preceded by leadership positions - Director of Operations, Director of Technology, Regional Pricing and Commercial Intelligence Manager - with multinationals like Ericsson, Siemens AG, and Nokia in addition to PPPs, and NGO's and an entrepreneur, establishing own consulting startup arpac SARL. He has primarily engaged public and private sector clients on areas of digital economy, competitive and functional strategies, organizational transformations and development, human capital capacity building, competence framework development, and learning, assuming functions as Transformation Management Office (TMO), Program/Project Management Office (PMO) and facilitator/trainer. Mark's experience was geographically earned in Europe, while he later focused on the Gulf region, and primarily on Saudi Arabia before joining Audencia as a full-time professor and moving to France in 2021.

Introduction/Course Description

In an ever-changing environment and amid all technological advances bringing us closer to one another within society and the business world, there is a need to revamp the definition of a leader. Today leadership plays a crucial role in inspiring people to perform, making operations smoother and organizations more competitive while considering sustainability challenges and impending events that impact the business environment. In this course, you will learn fun and interesting facts about your brain and how you can rewire it to optimize your influence in the workplace as well as in the social setting. You will discover how various branches of psychology and neuroscience can be applied to leadership, cognitive and emotional triggers & biases, role of neuroplasticity, and how memory functions among others. Accordingly, you will learn how to train your brain to work more efficiently in analysis and decision making and how to create favorable perceptions in the workplace.

Course Objectives

This course aims to:

- Appreciate the dynamics of the human brain functions for business interactions.
- Differentiate between the cognitive and emotional biases and triggers.
- Be able to adjust their leadership behavior depending on the selected business setting and environment while appreciating the role of culture and cultural dimensions in international business settings.
- Develop effective communication techniques for optimal business interactions

Course Methodology

Approaching neuro-leadership and international management from a practical perspective, this course is based on presentations, case analyses, simulations and in-class exercises that are prepared and presented by designated teams that should collaborate to complete a group assignment then present their findings during the last session of the course. In this regard, my teaching style focuses on employing fact driven cases from the business world and sharing them in class to be able to bridge the gap between theory and applications within organizations and thereby equip the students with more practical and relevant instruments in tackling and rectifying pressing issues of today's business world as future global leaders.

Evaluation System

The course evaluation will be performed based on the following set of activities:

- Group Case Study (45%): Word document (2,500 words) + brief in-class ppt presentation
- Individual Case Study (30%): 6-slide ppt report
- Attendance & Participation (25%)

Course Prerequisites

General management courses.

