



# INTERNATIONAL MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME LAUNCH

*British Quality, British Degree in the Heart of Poland*

IBD Business School cordially invites all interested parties to an official launch of the School's newest MBA programme, offered in collaboration with Buckinghamshire New University.

Featuring state-of-the-art curriculum combined with an innovative model of delivery and bringing outstanding international experience, the programme adheres to the highest

British educational standards and leads to a UK MBA degree.

During the launch two keynote lectures will be delivered by speakers from Buckinghamshire New University.

The launch is endorsed by the British-Polish Chamber of Commerce (BPCC).

**Date:** April 25, 2017

**Venue:** Sienna Training Centre, Warsaw, 73 Sienna Street

**Time:** 2-5 pm

## Agenda:

### Opening Remarks (2:00-2:10 pm)

- Mr Włodzimierz Buśkiewicz, President, IBD Business School
- Prof. Jan Nowak, Director of MBA Programmes, IBD Business School

### Welcome from Buckinghamshire New University, U.K. (2:10-2:25 pm)

- Dr Lorraine Watkins-Mathys, Dean, Faculty of Design, Media & Management, Buckinghamshire New University (via video)
- Mr Phillip Wood, Head of School of Management and Professional Studies, Buckinghamshire New University

### British Know-How in Poland – Training and Education Perspective (2:25-2:45 pm)

- Mr Michael Dembinski, Chief Advisor, BPC
- Mr Russell Towson, Director, BPC Trade
- Mr Simon Gammell, Director, British Council Poland (TBC)

### International MBA Programme Highlights (2:45-3:00 pm)

- Prof. Jan Nowak, IBD Business School and Ms Greta Paa-Kerner, Buckinghamshire New University

### Coffee Break (3:00-3:15 pm)

### Keynote Lectures (3:15-5:00 pm)

**Organisational Resilience – Changing World**, Mr Phillip Wood, Buckinghamshire New University

**Seven Trends in the Age of Digital Disruption**, Ms Greta Paa-Kerner, Buckinghamshire New University

### Reception and networking (5 pm onwards)

## About Keynote Lectures



**Phillip Wood** is Head of the School of Management and Professional Studies at Buckinghamshire New University with 30 years of experience in the development and delivery of organisational resilience in multiple organisations and at all levels.

Topic: **Organisational Resilience – Changing World**

In a dynamic and rapidly changing world, businesses and organisations face multiple risks, threats and challenges from a huge and diverse number of sources and adversaries. From political realignments to cyber-crime Organisations (businesses, corporations – even countries) are vulnerable and exposed on a constant basis. Our organisational capabilities and activities must ensure that the organisation can not only anticipate, but also respond to the challenges that may arise. Phil Wood will discuss organisational resilience and the need for organisations to not only understand, but also to be able to put into place capabilities to effectively manage and respond, and to maintain alignment with wider organisational objectives.



**Greta Paa-Kerner** is a seasoned marketing professional with 20+ years' experience across multiple industries. Her comprehensive career spans all aspects of marketing from strategy to implementation, above-the-line to below-the-line, client to agency, B2B to B2C, online to offline and start-up to Fortune 100. She now applies this experience to

higher education as a Senior Lecturer at Buckinghamshire New University and she continues to work as a free-lance consultant within industry.

Topic: **Seven Trends in the Age of Digital Disruption**

Companies, consumers and governments are innovating and embracing digital solutions at an exponential pace. The winners and losers in this digital disruption depend on an organisations' ability to adapt to uncertainty and continual change. Senior Lecturer Greta Paa-Kerner will discuss seven trends in the age of digitisation and will highlight the impacts of these trends on companies and consumers.

This event is free of charge for registered participants. Refreshments will be provided.

To register, please [click here](#)

Registrations will close on April 20, 2017. Spaces are limited!

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