

# DESIGN FOR THE BUSINESS OF CHANGE

## JUNE 2019



### DESCRIPTION

The essential strategy governing thought is to differentiate our company from other incumbents on the market. Factors like quality, innovation, sales promotion and others are nowadays not enough. Companies tend to differentiate themselves by the way how they operate on the market and what are the efforts taken in order to be socially responsible corporate citizens. However, they are quite often focused primarily on the effects for the company and somehow automatically they believe that they positively contribute to the society. But the opposite may be true. In this course we will instruct you not only how to do the right things, but also how to do them well. We will have a look at these activities, which are today an integrative element of corporate strategy, from the perspective of both, companies as well as the recipients of the aid.

### KEY TOPICS OF THE COURSE:

- Setting your strategic CSR or together with the course instructors consult and critically evaluate their current or planned activities in this field,
- Building the empathy towards different stakeholders' groups,
- Finding the links between the corporate and CSR strategy.

The knowledge gathered in this course, can then be used extensively in other areas of the company's life where insights on various stakeholders (customers, employees etc.) are needed.

### WHO SHOULD ATTEND?

- Family business owners
- CEOs
- Managers responsible for CSR
- Enthusiasts in Business of Change

### PRICE

- **15.000 CZK** + VAT or
- **10.000 CZK** + VAT (CEMS alumni, FBA MBA alumni, FBA corporate partners, attendees of Family Business Governance conference)

### PROGRAM DETAILS

**Thursday June 13 - Saturday June 15:**

Lectures with workshops and field trainings

**Monday June 17 - Thursday June 20:**

Team or eventually individual projects with consulting sessions with the course instructors (Optional)

**Friday June 21:**

Project delivery and feedback session (Optional)

### HOW TO APPLY?

Please contact via email Mrs. Martina Honcova  
e-mail: [martina.honcova@vse.cz](mailto:martina.honcova@vse.cz)  
phone: +420 224 098 354

University of Economics, Prague  
Faculty of Business Administration  
W. Churchill sq. 4; 130 67 Prague 3

# LECTURERS



**JEFFREY  
SCHONBERG**

Jeff is an award-winning medical and visual anthropologist. A recipient of the Paul Farmer Global Citizenship Award from the Society for Public Anthropology, and a Committee on Teaching Excellence Award at University of California, Berkeley, he is currently a lecturer in the Department of Anthropology at San Francisco State University and a research fellow at the Institute for the Study of Social Issues at the University of California, Berkeley. Dr. Schonberg is the co-author, (with Philippe Bourgois), of the best-selling, Leeds award-winning photo-ethnography, *Righteous Dopefiend*, which is currently in its twelfth edition. A traveling exhibition entitled *Righteous Dopefiend: Homelessness, Addiction, and Poverty in Urban America* accompany the book. His latest research is on homicide and gentrification in Oakland, California.



**TOMAS  
RYSKA**

Tomas is a social anthropologist, economist and documentary filmmaker. He has received a number of international awards, such as the Grand Prix at the Russian Anthropological Film Festival from the Russian Academy of Sciences or the Grand Prix at the Ekofilm International Film Festival from the Czech Ministry of Environment. His films have been included in the 'special selection' of the European Association of Social Anthropologists (EASA) or the ASTRA Visual International Anthropology Film Festival. Between 2005 and 2012, he was a director of the international non-governmental organization United World of Indigenous Peoples (UWIP). He is an assistant professor at the Department of Strategy, University of Economics, Prague where he specializes in the complex interrelations between design, ethnography, and strategy. His research focuses on humanitarianism and international development. He has written a doctoral thesis *Enterprising Faith: Ethnography of Faith-Based Development in Contemporary Thailand* at the University of California - Berkeley. He firmly believes in the tradition of ethnographic research.



**LADISLAV  
TYLL**

Ladislav is an experienced lecturer, business consultant, and practitioner. He focuses on strategy and strategy related topics. He is also the academic director of university flagship program CEMS – Master in International Management. He is passionate about designing strategies and navigating companies in the wild water of future megatrends and uncertainties.

# TESTIMONIALS



**NATALIE BADIE**  
**CEMS STUDENT**

"Design for the Business of Change under the supervision of Jeff Shonberg and Tomas Ryska was definitely among the most interesting courses I have taken during my entire studies. It has established a whole new thinking perspective among all the attendees. Asking the question WHY? and questioning all the sources of information definitely helps develop critical thinking. Realizing all the biases that might be affecting our opinion-making and structurally designing solutions based on contextualized information will definitely be extremely useful both in academia and in the professional career."



**TOMAS JARABAK**  
**CEMS STUDENT**

"During my undergraduate studies as a business administration student, I often felt that our analytical tools leave out a certain dimension of the phenomena we are trying to understand and evaluate. The training in ethnographic methods that I received during my time at this summer schools not only made me realize what I had been missing but also filled that void by providing me with tools to understand the underlying fabric of our inherently social reality."



**VERONIKA MARCEKOVA**  
**ŠKODA AUTO**

"The course was amazing, I learned a lot about anthropology and about the thinking and acting of people in general. The main reason I enjoyed the course is the great teachers and lecturers that we have met. Especially Jeff was really awesome. Thank you for the opportunity to be a part of it."