Virtual MBA Experience
When? April 13, 2021 at 6pm
Where? Online
Introduction

It is now easier than ever to get an overall picture of our Digital Transformation MBA program. Meet our program representatives to get all the information you need and be sure not to miss the chance to sneak a peak to a lecture held by Dr. Karolien Notebaert on Digital Leadership. We will wrap up the evening with a student & alumni panel about what to expect when studying at GBS and their personal study experience.

Agenda

<table>
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<tr>
<th>Time</th>
<th>Event Details</th>
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<tbody>
<tr>
<td>6.00pm to 6.30pm</td>
<td>Welcome &amp; Introduction</td>
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<td>Master of Digital Transformation Management (MBA)</td>
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<tr>
<td>6.30pm to 7.30pm</td>
<td>Teaser Lecture on <strong>Digital Leadership</strong> plus Q&amp;A</td>
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<td>with <strong>Dr. Karolien Notebaert</strong></td>
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<td>7.30pm to 8.00pm</td>
<td>Student &amp; Alumi Panel</td>
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<td>8.00pm to 8.15pm</td>
<td>Wrap-up</td>
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**Who is Dr. Karolien Notebaert?**

Dr. Karolien Notebaert is founder of One Step Ahead – Notebaert Consulting and Senior Faculty at the Goethe Business School. She obtained a PhD in Neuroscience at the University of Leuven, Belgium and a Master in Economics. Her work within behavioral neuroscience has been published in high impact A-journals, such as Journal of Cognitive Neuroscience, Behavioral and Brain Sciences, NeuroImage and Human Brain Mapping.

**About the course Digital Leadership**

The increasing digitalization fundamentally changes the business world and requires a new leadership approach. The course “Digital Leadership” will give students a totally fresh perspective on how we can successfully lead people through digital change processes. Firstly, this interactive course will shed light on how people naturally react to change and what they essentially need from leaders to cultivate the right mindset and skills to accept and deal with digital change. Secondly, students will receive insight into the unique human skills that set us apart from artificial intelligence. They will learn how to profoundly improve these human skills for themselves and promote them in their teams.
In order to reach a profound understanding of these concepts, newest findings from neuroscience with respect to personality, self-regulation, trust and performance will be explained in a practical way. Students will understand how different personalities make up diversity in a team. They will learn how to adapt their leadership style to motivate different personalities through digital change.

**What to expect from the student & alumni panel**

In our 30 minute panel, current students and alumni of the Master of Digital Transformation Management (MBA) program will answer frequently asked questions about their program experience and their career progression after graduation. You will get the chance to address your own questions and gain first-hand insights into the GBS experience.

**Who to contact?**

If you have any questions, please contact the Recruiting & Admissions Team via recruiting@gbs.uni-frankfurt.de

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