



## New Curricula for e-Leadership

### Delivering Skills for an innovative and competitive Europe

29 September 2014 from 8.30 h to 16.30 h

at

**Central European University - Business School**

FRANKEL LEÓ ÚT 30-34. H-1023 BUDAPEST, Room 101

#### Need for e-Leadership

e-Leadership is of crucial importance for companies and industry to excel in their business operation. For effective e-leadership, the skills required are seen as those which enable people with very strong ICT skills to lead qualified staff from ICT and other disciplines towards identifying and designing business models and exploiting key innovation opportunities. Their success is defined as making best use of developments in ICT and delivering value to their organizations

Demand is growing throughout European industry to improve the quality of e-leadership, covering organisation leadership in ICT innovation to deliver business value. Research has confirmed a significant shortage of e-leadership skills across Europe - a call for action.

The European Commission e-Leadership initiative focuses on the leadership needs of top decision-makers and professional leaders at larger enterprises. These leaders oversee portfolios of both well-defined and emergent innovation opportunities. Successful design and implementation requires developing and engaging highly qualified staff to achieve the target value.

#### Focus of Initiative and Event

The European Commission initiative found that closing the e-leadership skills gap requires a range of educational ecosystem actions. In particular it needs strong collaboration of demand and supply stakeholders to create new educational offers. Pilot work shows that this leads to innovative and relevant content for e-leadership curricula.

The present event is one of ten regional events organised by the European Commission across Europe. It is hosted by the Central European University Business School together with VSIZ – the CIO Association Hungary, EuroCIO – the European CIO Association, IVSZ – the Hungarian ICT Association, IBM and EIT ICT Labs.

The objectives of the event are to:

- Inform stakeholders keen to promote innovation through e-Leadership.
- Communicate the e-leadership Curriculum Profile and quality label approach
- Disseminate lessons from pilot developments
- Guide education institutions to develop e-leadership programmes
- Encourage employers to make use of e-leadership programme offerings.

# Agenda

**Chairperson:** **Zoltan Buzady**, Associate Professor of Management and Organization, MBA  
Program Director of the CEU Business School

08:30 – 09:15

## Registration

09:15 – 10:10

### Introduction and Welcome

- **Mel Horwitch**, Dean, Central European University - Business School
- **Anders Flodström**, Director Education, EIT ICT Labs
- **Edit Herczog**, former Member of the European Parliament

10:10 – 10:30

### The European Commission activities from e-skills towards e-leadership skills

- **Werner B. Korte**, Director, empirica GmbH

10:30 – 10:50

### e-Leadership - What it is and the European e-leadership education ecosystem

- What it is?
- E-leadership demand
- E-leadership supply: higher and executive education offers, shortages and gaps

- **Werner B. Korte**, Director, empirica GmbH

10:50 – 11:10

### ICT trends and their implications for e-leadership skills

- **Martin Canning**, Group Vice President, IDC Europe

11:10 – 11:30

### Coffee break

11:30 – 12:20

### Industry demand for e-Leadership

Demand for e-leadership skills and related higher and executive education programmes

- **Paul Costelloe**, MSc., MBA., Director Executive Education, EuroCIO

### The urgent need for e-leaders – practical experiences and case studies from large corporations and global players in Hungary

- **Ferenc Alföldi**, CIO, Takarekbank
- **Viktor Lénárt**, CEO, GROW

12:20 – 12:40

### Plenary Discussion

12:40 – 13:40

### Buffet Lunch

13:40 – 14:00

### Towards European e-Leadership curriculum profiles and quality labels

- Supply of e-leadership skills and curriculum profiles
- Quality label principles, criteria, processes and awarding

- **Birgit Hanny**, Deputy Director, ASIIN

14:00 – 14:50

### **e-Leadership in Practice 1**

- Existing offers and experiences
- Use of e-Leadership curriculum profiles to shape programmes
- Summary of lessons for stakeholders

- **Prof. Dr. Sharm Manwani**, Henley Business School

### **e-Leadership in Practice 2**

- CEU Business School offers and experiences
- MSc in IT Management mapping to and conformance with e-leadership curriculum profile

- **Achilles Georgiu**, Program Director, MSc in IT Management, CEU Business School

14:50 – 15:20

### **Coffee break**

15:20 – 16:20

### **Panel discussion:**

#### **New Curricula for e-leadership skills meeting industry demands**

- Stakeholder perspectives: relevance, appropriateness, timeliness
- Critical success factors
- Scalability and sustainability
- Potential for using new curricula for e-leadership development
- Practical next steps

#### **Panellists**

- **Zsolt Veres**, General County Manager, IBM
- **Ferenc Alföldi**, CIO, Takarekbank
- **Viktor Lénárt**, CEO, GROW
- **Ádám Horváth**, leader of Education working of the ICT association of Hungary (IVSZ)
- **Pál Kerékfy**, Lecturer of „Executive MBA for IT” (former CIO of Deloitte Central Europe)
- **Sharm Manwani**, Professor at Henley Business School
- **Anders Flodström**, Director Education, EIT ICT Labs

**Moderator: Achilles Georgiu**, Program Director, MSc in IT Management, CEU Business School

16:20 - 16:30

### **Summary and Conclusions**

- **Zoltan Buzady**, Associate Professor of Management and Organization, MBA Program Director of the CEU Business School

## **Registration**

**Please register your interest at the following website: [www.eskills-guide.eu](http://www.eskills-guide.eu)**

This event is targeted at innovative employers, current and aspiring e-leaders, professional associations, universities and business schools as well as policy-makers interested in promoting digital innovation. Due to the need to balance the stakeholder groups, final acceptance of participation is by personal invitation. Acceptance will be confirmed within two weeks of registration. There is no charge to attend the event. Anyone expressing an interest will be sent a link to the outputs of this event.

## Further Information

### e-Leadership Flyer

You can obtain background research on this topic by accessing a pamphlet at the following web site:

[www.eskills-guide.eu](http://www.eskills-guide.eu)

### For event details:

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### Event Secretariat:

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[www.eskills-guide.eu](http://www.eskills-guide.eu)

## Practical information

### Event language

The conference language will be English.

### Venue

Central European University - Business School

Frankel Leo u. 30-34

Budapest 1023

Hungary

[info@ceubusiness.org](mailto:info@ceubusiness.org)

Tel.: +36 1 887 5000

### How to get there

[View on Google Maps](#)

### Via public transport

The most frequent connection with all Pest as well as with Buda's traffic hub Széll Kálmán tér (former Moszkva tér) is provided by the Trams 4 and 6. Get off at "Margit híd", three stops from Széll Kálmán tér. You can also reach this stop via Szentendrei HÉV, Tram 17, and Bus 86.

From the tram stop, walk about 80 meters towards the next intersection (away from the river), turn right into Török utca and follow it for about 200 meters. The Business School will be to your left.