



BLENDED INTENSIVE PROGRAMME

LEADERSHIP: LEADING WITH FUTURE SKILLS



EUONAIR
European University Alliance

PROGRAMME OVERVIEW

› ECTS: 3

› **Physical mobility:** 13.–17. April 2026

› **Online phase:** 2. April 2026, 18:00–19:30 CEST

› **Venue:** Heilbronn University of Applied Sciences,
74081 Heilbronn, Germany

KEY THEMES & CONTENT



- **Future skills for leadership:** digital competencies, human-centred skills, and socio-emotional intelligence in modern organizations
- **Leadership theories & models:** definition, social and psychological foundations, assessment of various approaches
- **Personality development & self-leadership:** self-awareness, personal development, time management, work-life balance
- **AI in leadership:** responsible technology use, human-AI collaboration, and digital transformation
- **Leading in complexity & crisis:** agility, resilience, and adaptive decision-making in uncertain times
- **Inclusive leadership:** building resilient and diverse teams in hybrid and multicultural environments
- **Ethical & sustainable leadership:** stakeholder awareness, responsible decision-making, and sustainable value creation
- **Mindfulness & resilience:** Stress management, well-being, and sustainable performance

COURSE DESCRIPTION

This Blended Intensive Programme helps graduate students develop key leadership skills for a fast-changing, technology-driven world.

Combining an intensive on-site week with online preparation and self-reflection, it applies leadership approaches through workshops, case studies, and an international group project.

By the end, participants gain a clear understanding of their leadership style and practical tools to shape the future of work.

LEARNING OBJECTIVES

- › Gain in-depth knowledge of models, concepts, methodologies, standards, and applications in the field.
- › Identify and analyze practical challenges with the ability to transfer insights to real-life situations.
- › Communicate solutions and recommendations within the appropriate professional framework.
- › Take into account differing interests and perspectives of various stakeholders in analysis and decision-making.

PARTICIPATING ORGANISATIONS:



This class follows the seven principles for responsible management education (PRME):



PURPOSE



VALUES



TEACH



RESEARCH



PRACTICE



SHARE

TIME SCHEDULE

› The programme is tentative and is subject to change.

Thursday, 02. April	Virtual mobility (18:00-20:00) – ONLINE ONLY Organizational Overview, BIP Presentation, Group Organization ›› Prof. Dr. Andreas Taschner, M.Sc. Isabell Steidel, M.A. Nikitas Scheeder // Room: online (Teams)
Monday, 13. April	Leadership Foundations (09:00-13:00) Official Challenge-Briefing: „Future-proof leadership“ in HN Leadership in the digital age What is leadership, and what is management? The emergence of leadership ›› Tenure-track Prof. Manuel Pflumm // Room: So42 Self-Leadership (14:00-19:00) Understanding personalities Motivation to lead My leadership canvas ›› Tenure-track Prof. Manuel Pflumm // Room: To42
Tuesday, 14. April	Excursion & Conference Heidelberg (09:00-19:00) Full-day excursion with conference attendance: The Frontline of Applied AI , Lecture by Prof. Dr.-Ing. Carsten Lanquillon ›› M.A. Nikitas Scheeder
Wednesday, 15. April	Exkursion: IPAI Heilbronn (09:00-13:00) Visit to the Innovation Park Artificial Intelligence (IPAI) in Heilbronn Insights into AI ecosystems & applied technologies ›› M.A. Nikitas Scheeder Future Skills for Leadership (14:00-19:00) Agile leadership Digital leadership and the role of AI AI-ready leadership culture ›› Tenure-track Prof. Manuel Pflumm // Room: To42
Thursday, 16. April	Collaborative Group Challenge (09:00-13:00) Preparing and finalizing the group presentations ›› Prof. Dr. Bettina Merlin // Room: S140 Transformational Leadership (14:00-19:00) Why there has never been one best leadership style – and never will be ›› Prof. Dr. Carolin Neffe // Room: S142
Friday, 17. April	Collaborative Group Challenge (09:00-19:00) Presentations by all teams, peer feedback, final reflection ›› Prof. Dr. Carolin Neffe // Room: To42





ABOUT HEILBRONN

Situated on the banks of the Neckar river and surrounded by vineyards, Heilbronn offers a unique blend of a vibrant business scene, innovative technology and a relaxed life-style.



Old town hall (left),
Experimenta Science
Center (below)



The city has established itself as a hotspot for forward-looking companies and creative start-ups. The **Innovation Park Artificial Intelligence (IPAI)** is creating a unique ecosystem that is setting new standards in artificial intelligence and establishing Heilbronn as a leading AI hub. Here, you will find future-oriented jobs, networking opportunities, and the chance to actively shape the world of work.

A walk along the Neckar showcases Heilbronn at its best. The **historic old town** invites visitors to wander through cobbled streets and explore the marketplace, historic town hall, or St. Kilian's Church.



Aerial view of St. Kilian's Church and the town hall

Art and culture enthusiasts will enjoy the city's **museums and galleries** and there is plenty to discover at the **Experimenta Science Center** as well. For relaxing breaks, the many cafés, bistros, and small restaurants in the vibrant city center offer the perfect spot. First-time visitors should also explore the **weekly markets** with regional specialties and the lively **festivals** that bring the city to life.

The surrounding **vineyards** provide stunning views and wine-tasting experiences – making a visit to Heilbronn both inspiring and unforgettable.





Bildungscampus at Heilbronn University

LECTURER

PROF. DR. ANDREAS TASCHNER

Professor of Management Accounting,
Faculty of Business



LECTURER

PROF. DR.-ING. CARSTEN LANQUILLON

Research Professor for Language
Technologies and Cognitive Assistance
Systems, Faculty of Business



LECTURER

PROF. DR. BETTINA MERLIN

Professor of Entrepreneurship and
International Business, Faculty of
International Business



LECTURER

DIPL.-OEC. MANUEL PFLUMM

Tenure-track Professor of Leadership
and Human Resources Management,
Faculty of Business





Bildungscampus at Heilbronn University



LECTURER

PROF. DR. CAROLIN NEFFE

Professor of Innovation Management and Entrepreneurship,
Faculty of Business

LECTURER

M.SC. ISABELL STEIDEL

Project Lead for EUonAIR at HHN,
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ORGANIZATIONAL CONTACT

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HHN

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