

Starting the Journey of the MBA

Initiation to the EMBA Journey

Dr. Philippe J.S. De Brouwer

Honorary Consul of Belgium in Kraków

Guest professor at the UJ, AGH, and UEK

Member of the Board of AGH

Member of the Patronage Council UEK

SVP at HSBC in Kraków

2026-10-28



Krakow School of Business

- Academic
 - Theoretical physicist and Business Engineer; solved the “fallacy of large numbers” puzzle (Samuelson).
 - Challenged Markowitz’s Mean Variance Theory, developed Maslowian Portfolio Theory.
- Career
 - Fortis/BNP (capital-guaranteed funds, director),
 - KBC (merged companies, CEO, market growth).
 - CIO of KBC Ireland (€32B, 1000 funds).
 - Head of Analytics RBS (financial risk, analytics, data)
 - SVP at HSBC (Model Risk Management CoE).
- Author: “The Big R-Book” and numerous scientific papers.



Your Input

Why are you doing the MBA

Academic Milestones (Dissertation)

Systems Thinking & Perspective

Public Speaking & Presentations

Adaptive & Question-Based Leadership

Strategy, Finance & Change

Data-Driven Decisions & Tools

What skills/knowledge would you like to acquire

Leadership Identity & Self-Confidence

Business Strategy & Financial Knowledge
Wider Perspective & Strategic Mindset
Professional Networking

Public Speaking & Presentation

What should the MBA prepare you for?

Leadership Identity & Personal Reflection
Continuous Learning & Further Study
Career Pivot, Growth & Ventures

Professional Networking

Applying Knowledge & Impactful Action

This Block

This Chapter



Leadership of Self & Others

Explore self-awareness and team dynamics through the lens of MBTI.



Personal Development Journey

Chart your growth path, set goals, and reflect on personal progress.



Etiquette

Master professional communication, standards, and workplace etiquette.

Thank you for your attention!



handouts



Connect on LinkedIn