

7:30 am – 8:30 am

**Continental Breakfast**

8:30 am – 9:00 am

**Welcome & Introduction**

9:00 am – 12:30 pm

**Strategy 901: Competition & Positioning***Professor Paul McManus*

- Evaluate issues associated with formulating and implementing strategy in the global environment.
- Examine the external factors that affect longer-term profitability and highlight the structural forces that lead certain industries and firms to achieve superior profitability.
- Learn how to apply tools of industry analysis and competitive analysis.

12:30 pm – 1:30 pm

**Lunch**

1:30 pm – 5:00 pm

**Accounting 901: Ratios that Matter***Professor Edward Riedl*

- Understand financial statements, their mapping with firm strategy, and basic financial analysis.
- Examine the balance sheet, income statement, and statement of cash flows.
- Explore basic accounting for mergers and acquisitions.

5:00 pm – 6:00 pm

**Welcome Reception****TUESDAY, OCTOBER 20, 2015****FINANCE & ECONOMICS**

7:30 am – 8:30 am

**Continental Breakfast**

8:30 am – 8:45 am

**Synthesis**

8:45 am – 12:15 pm

**Finance 901: Valuation & Financing for Tech Companies***Professor David Spieler*

- Analyze the mechanics of start-up financing.
- Discuss raising angel and venture financing (including review of an actual capital raising pitch).
- Examine financial modeling and cash flow projections.

12:15 pm – 1:30 pm

**Lunch**

1:30 pm – 5:00 pm

**Economics 901: Macro & Global Economics***Professor David Griswold*

- Learn how the global economy operates and how its various components interact.
- Discuss how unemployment and inflation reports can help you anticipate whether you should expand, hold steady or downsize.
- Recognize how fiscal, monetary and trade policies can indicate opportunities across the globe.

**WEDNESDAY, OCTOBER 21, 2015****MARKETING & OPERATIONS**

7:30 am – 8:30 am

**Continental Breakfast**

8:30 am – 8:45 am

**Synthesis**

8:45 am – 12:15 pm

**Operations 901: Achieving Efficiency & Effectiveness***Professor Janelle Heineke*

- Understand the fundamentals of process flows and process analysis.
- Discuss the dimensions of service quality and the particular challenge of service environments.
- Learn how to achieve both process efficiency and quality goals.

12:15 pm – 1:30 pm

**Lunch**

1:30 pm – 5:00 pm

**Marketing 901: Market Centric Strategies***Professor Frederic Brunel*

- Explore how firm strategies and tactics are driven by marketing's dual focus on customers and competition.
- Recognize strategic and tactical issues that arise in marketing decision-making.
- Sketch out how to leverage marketing analytic frameworks in the creation, delivery and capture of marketplace value.

**THURSDAY, OCTOBER 22, 2015****ORGANIZATIONAL BEHAVIOR**

8:30 am – 8:45 am

**Synthesis**

8:45 am – 12:15 pm

**Negotiations 901: Competitive & Collaborative Negotiations***Professor Emily Heaphy*

- Learn a framework to assess the appropriate approach for each negotiation.
- Practice and receive feedback on your negotiating skills.
- Discuss how to handle common power dynamics faced in negotiations.

12:15 pm – 12:45 pm

**Wrap Up**