

## STANFORD-NUS EXECUTIVE PROGRAM IN INTERNATIONAL MANAGEMENT

### Sample Schedule (Week 1 – see page 2 for week 2)

Program Directors: Prof Glenn Carroll (Stanford University), Prof Prem Shamdasani (National University of Singapore), Prof Seungjin Whang (Stanford University)

Schedule subject to change.

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:15 am – 8:45 am (Light Refreshment)							
8:30 am – 9:30 am (Group Study Time)							
	9:30 am – 10:45 am <b>Value-Based Market Paradigms I</b>  Prem Shamdasani	9:30 am – 10:45 am <b>Organizational Culture: Managing with Culture</b>  Glenn Carroll	9:30 am – 10:45 am <b>The Role of Organization in Competitive Advantage</b>  Jesper Sorensen	9:30 am – 10:45 am <b>Accounting Numbers &amp; Cash Flow Management</b>  Ho Yew Kee	9:30 am – 10:45 am <b>Strategy of Asian Firms I</b>  Chang Sea-Jin	9:30 am – 10:45 am <b>What's New in Leadership?</b>  Audrey Chia	9:30 am – 10:45 am <b>New Product Marketing &amp; Brand Extension</b>  Prem Shamdasani
Break							
	11:15 am – 12:30 pm <b>Value-Based Market Paradigms II</b>  Prem Shamdasani	11:15 am – 12:30 pm <b>Organizational Culture: Building Strong Culture</b>  Glenn Carroll	11:15 am – 12:30 pm <b>Strategies for Demand-Side Increasing Returns</b>  Jesper Sorensen	11:15 am – 12:30 pm <b>Story in Numbers - Valuation</b>  Ho Yew Kee	11:00 am – 12:15 pm <b>Strategy of Asian Firms II</b>  Chang Sea-Jin	11:15 am – 12:30 pm <b>Social Changes and Challenges to Organizations</b>  Audrey Chia	11:15 am – 12:30 pm <b>Sharing Session by Delegates</b>  Glenn Carroll & Prem Shamdasani
<b>Lunch</b>		12:30 pm – 2:45 pm <b>Lunch &amp; Group Study</b>	<b>Lunch</b>				
1:45 pm – 2:45 pm <b>(Group Study)</b>		1:45 pm – 2:45 pm <b>(Group Study)</b>					
	2:45 pm – 4:00 pm <b>Industry Analysis &amp; Strategy I</b>  Jesper Sorensen	2:45 pm – 4:00 pm <b>Accounting Numbers &amp; Capital Markets</b>  Ho Yew Kee	2:45 pm – 4:00 pm <b>Social Networks: Managing with Networks</b>  Glenn Carroll	2:45 pm – 4:00 pm <b>Decommoditizing Through Branding</b>  Prem Shamdasani	2:45 pm – 4:00 pm <b>Identity, Ethics &amp; Strategy I</b>  G. Carroll & J. Sorensen	2:45 pm – 4:00 pm <b>Winning Strategies in China I</b>  Chang Sea-Jin	
Break							
	4:30 pm – 5:45 pm <b>Industry Analysis &amp; Strategy II</b>  Jesper Sorensen	4:30 pm – 5:45 pm <b>Accounting Numbers &amp; Earnings Management</b>  Ho Yew Kee	4:30 pm – 5:45 pm <b>Social Networks: Your Network &amp; Your Career</b>  Glenn Carroll	4:30 pm – 5:45 pm <b>Company Visit &amp; Presentation</b>	4:30 pm – 5:45 pm <b>Identity, Ethics &amp; Strategy II</b>  G. Carroll & J. Sorensen	4:30 pm – 5:45 pm <b>Winning Strategies in China II</b>  Chang Sea-Jin	
6:00 pm – 8:30 pm <b>Opening Reception</b>				6:00 pm – 8:30 pm <b>Networking</b>			

**STANFORD-NUS EXECUTIVE PROGRAM IN INTERNATIONAL MANAGEMENT  
Sample Schedule (Week 2)**

Schedule subject to change.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	8:15 am – 8:45 am (Light Refreshment)					
	8:30 am – 9:30 am (Group Study)					
	9:30 am – 10:45 am <b>In Search of Operational Excellence: Asian Business Models</b> Seungjin Whang	9:30 am – 10:45 am <b>Accounting Numbers &amp; Executive Compensation</b> Ho Yew Kee	9:30 am – 10:45 am <b>Marketing in Asia: Market Entry Challenge</b> Prem Shamdasani	9:30 am – 10:45 am <b>Macro Trends &amp; Capturing Value in the Service Economy</b> Jochen Wirtz	9:30 am – 10:45 am <b>Technologies &amp; Business Innovations</b> Seungjin Whang	9:30 am – 10:45 am <b>Aligning Your Brand For Competitive Advantage</b> Prem Shamdasani
	Break					
	11:15 am – 12:30 pm <b>Agile Manufacturing and Distribution: Tamago-ya Case</b> Seungjin Whang	11:15 am – 12:30 pm <b>Innovations &amp; Entrepreneurship in Silicon Valley</b> Seungjin Whang	11:15 am – 12:30 pm <b>Marketing in Asia: Disintermediation</b> Prem Shamdasani	11:15 am – 12:30 pm <b>Diagnosing &amp; Closing Service Quality Gaps</b> Jochen Wirtz	11:15 am – 12:30 pm <b>Service Supply Chain</b> Seungjin Whang	11:15 am – 12:30 pm <b>Sharing Session</b> Prem Shamdasani
	Lunch			Lunch		
	1:45 pm – 2:45 pm (Group Study)					
	2:45 pm – 4:00 pm <b>Defining the Workplace</b> Audrey Chia	2:45 pm – 4:00 pm <b>Decision Making</b> Frank Flynn	2:45 pm – 4:00 pm <b>Art of Communication &amp; Persuasion</b> Frank Flynn	2:45 pm – 4:00 pm <b>Making Good Group Judgments</b> Frank Flynn	2:45 pm – 4:00 pm <b>Managing Customer Loyalty</b> Jochen Wirtz	
	Break					
	4:30 pm – 5:45 pm <b>Leading Beyond the Organization</b> Audrey Chia	4:30 pm – 5:45 pm <b>Judging Talent</b> Frank Flynn	4:30 pm – 5:45 pm <b>Negotiating Effective Outcomes</b> Frank Flynn	4:30 pm – 5:45 pm <b>Collaborative Culture</b> Frank Flynn	4:30 pm – 5:45 pm <b>Strategic Service Design for Profitability</b> Jochen Wirtz	
			6:30 pm – 8:30 pm <b>Networking</b>			6:30 pm – 9:00 pm <b>Closing Reception</b>