

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	
6:00 – 6:45 am		Optional Exercise	Optional Exercise	Optional Exercise	Optional Exercise		
7:00 – 7:50 am		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	
8:00 – 9:20 am	Check-In at Schwab after 12:00 PM	Understand Customers for Value Creation Hau Lee	Data Driven Decision Making I Haim Mendelson	Managing Supply Chain Innovations Hau Lee	Winning Through “Positional” Advantage Bill Barnett	Management of Innovation I Dr. Corey Billington	
9:20 – 9:40 am		Break					
9:40 – 11:00 am		Value Chain Discipline: Where do You Compete? Haim Mendelson	Data Driven Decision Making II Haim Mendelson	Agile Operations Jin Whang	Winning Through “Capability-Based” Advantage Bill Barnett	Management of Innovation II Dr. Corey Billington	
11:00 – 11:20 am		Break					
11:20 am – 12:40 pm		Building Customer Loyalty through Customer Service Haim Mendelson	Leveraging for New Product Introduction Hau Lee	Entering a New Market: Jin Whang	Shaping Competitive Advantage as a Leader Bill Barnett	The Right Value Chain Strategy Hau Lee	
12:40 – 2:00 pm		Lunch					Box Lunches
2:00 – 3:20 pm		Lean Supply Chains Jin Whang	Creating Values as Supply Chain Coordinator Hau Lee	Supply Chain Agility at Scale Industry Guest Speaker	Sustainable Supply Chains Hau Lee	Schwab Check-Out at 2:00 pm	
3:20 – 5:30 pm		4:00 – 5:20 pm Introduction: AAA Value Chains Hau Lee	4:00 pm Campus Walking Tour (Optional)	4:00 – 5:15 pm Study Groups	4:00 – 5:15 pm Study Groups		
5:45 – 6:15 pm		Reception				Reception, Closing Dinner & Certificate Presentation	
6:15 – 7:15 pm		Dinner					
7:15 – 8:30 pm	Study Groups	Study Groups			Late-evening Reception		