

THE CORPORATE ENTREPRENEUR: DRIVING INNOVATION AND NEW VENTURES – MODULE 1

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	
6:15 am	<p>After 12:00 pm Check-in at Schwab Residential Center available</p> <p>2:00 – 3:00 pm Optional Campus Walking Tour</p>	Optional Morning Exercise	Optional Morning Exercise	Optional Morning Exercise	Optional Morning Exercise	Optional Morning Exercise	
7:00 am		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	
8:30 – 9:50 am		<p>9:00 am – 12:00 pm</p> <p>Design Thinking</p> <p>d.school</p>	<p>8:30 – 9:50 am</p> <p>Corporate Entrepreneurship II: More Corporate Challenges</p> <p>Yossi Feinberg</p>	<p>8:30 – 9:50 am</p> <p>Marketing I: A Framework for New Product Development</p> <p>Jonathan Levav</p>	<p>8:30 – 9:50 am</p> <p>Value Chain I: Introduction to Operations</p> <p>Jin Whang</p>	<p>8:00 – 9:20 am</p> <p>Business Model Innovation: Amazon.com</p> <p>Haim Mendelson</p>	
9:50 – 11:30 am			<p>9:50 – 10:10 am Break, Photo</p> <p>10:10 – 11:30 am</p> <p>Corporate Entrepreneurship III: Organization for Entrepreneurial Success</p> <p>Yossi Feinberg</p>	<p>9:50 – 10:10 am Break</p> <p>10:10 – 11:30 am</p> <p>Marketing II: Using Segmentation to find Market Opportunities</p> <p>Jonathan Levav</p>	<p>9:50 – 10:10 am Break</p> <p>10:10 – 11:30 am</p> <p>Value Chain II: Agile Production and Distribution</p> <p>Jin Whang</p>	<p>9:20 – 9:40 am Break</p> <p>9:40 – 11:00 am</p> <p>Business Model Innovation: Amazon.com</p> <p>Haim Mendelson</p>	
11:30 – 12:45 pm			12:30-2:00 pm Lunch	11:30-1:00 pm Lunch	11:30-12:30 pm Lunch	11:30-1:00 pm Lunch	11:00 – 11:20 am Break
1:00 – 2:20 pm			<p>2:00 – 3:20pm</p> <p>Corporate Entrepreneurship I: Characteristics of Entrepreneurial Success and Corporate Challenges</p> <p>Yossi Feinberg</p>	<p>1:00 – 2:20 pm</p> <p>Financing Innovation: Earnings, Cash Flow and Shareholder Value</p> <p>Peter DeMarzo</p>	<p>12:30 – 5:30 pm</p> <p>Project Team meetings and faculty check-ins</p> <p>Yossi Feinberg</p>	<p>1:00 – 2:20 pm</p> <p>Building Agile Start Up Teams</p> <p>Carole Robin</p>	<p>11:20 – 12:40 pm</p> <p>Wrap-up Module 1 and next steps project work</p> <p>Yossi Feinberg</p>
2:20 – 4:00 pm			<p>3:20 – 3:40 pm</p> <p>Overview project work / teams</p> <p>Yossi Feinberg</p>	<p>2:20 – 2:40 pm</p> <p>Break</p>		<p>2:20 – 2:40 pm</p> <p>Break</p>	Box Lunches Available
1:20 pm – 2:40 pm			<p>4:00 – 5:30 pm</p> <p>Project Team meetings</p>	<p>2:40 – 4:00 pm</p> <p>Financing Innovation: Risk, the Cost of Capital, and Strategic Value Creation</p> <p>Peter DeMarzo</p>		<p>2:40 – 4:00 pm</p> <p>Building Agile Start Up Teams</p> <p>Carole Robin</p>	Check-out of Schwab Center by 3:00 pm
3:00 – 4:20 pm		<p>3:30 – 4:50 pm</p> <p>Ice Breaker: Rapid Bonding</p> <p>Dan Klein</p>		<p>4:00 – 5:30 pm</p> <p>Project Team meetings</p>		<p>4:00 – 5:30 pm</p> <p>Project Team meetings</p>	
5:30 – 7:00 pm		<p>5:00-7:00 pm</p> <p>Project overviews</p> <p>7:00 pm Opening Reception and Dinner</p>	<p>6:00 pm</p> <p>Reception</p> <p>6:30 pm</p> <p>Dinner with guest speaker</p>	<p>6:00 pm</p> <p>Reception</p> <p>6:30 pm</p> <p>Dinner</p>	<p>6:00 pm</p> <p>Reception</p> <p>6:30 pm</p> <p>Dinner</p>	<p>6:00 pm</p> <p>Reception at the Alumni Center</p> <p>6:30 pm</p> <p>Dinner with guest speaker</p>	

THE CORPORATE ENTREPRENEUR: DRIVING INNOVATION AND NEW VENTURES – MODULE 2

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	
6:15 – 7:00 am	12:00 pm Check-in at Schwab Center available	Optional Morning Exercise	Optional Morning Exercise	Optional Morning Exercise	Optional Morning Exercise	Optional Morning Exercise	
7:00 – 8:15 am		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	
8:00 – 9:00 am		8:30 – 9:50 am Strategically Reasoning in Games Yossi Feinberg	8:00 – 9:20 am How Strategic Innovation Happens Bill Barnett	8:00 – 9:20 am Culture as Competitive (Dis)Advantage Charles O'Reilly	8:30 – 11:40 am Faculty Check-in meetings, Team Coaching Yossi Feinberg, JD Schramm	8:00 – 11:30 pm Final pitch presentations Part II	
9:00 – 10:20 am		9:50 – 10:10 am Break	9:20 – 9:40 am Break	9:20 – 9:30 am Break			
10:20 – 10:40 am		10:10 – 11:30 am Competitive Strategy Yossi Feinberg	9:40 – 11:00 am Leading Strategic Innovation Bill Barnett	9:30 – 10:50 am Leading Organizational Culture Change Charles O'Reilly	11:30 - 12:30 pm Lunch	11:25 - 11:45 am Break	
10:40 – 12:00 pm		11:30 - 1:00 pm Lunch	11:00 - 11:20 am Break	10:50 - 11:10 am Break	12:30 – 4:00 pm Final pitch presentations Part I	11:45 – 12:40 pm Wrap-up program and next steps back at work Yossi Feinberg	
12:10 – 1:20 pm		1:00 – 2:20 pm Harnessing Stories for Innovation and Growth Jennifer Aaker	11:20 – 12:40 pm Motivating Others Frank Flynn	11:10 – 12:00 pm Team presentations – overview JD Schramm			Box Lunches Available
1:20 pm – 2:40 pm		2:20 – 2:40 pm Break	12:40 – 2:00 pm Lunch	12:00 – 1:00 pm Lunch			Check-out of Schwab Center by 2:00 pm
3:00 – 4:20 pm		2:40 – 4:00 pm Harnessing Stories for Innovation and Growth Jennifer Aaker	2:00 – 3:20 pm Influencing without authority Frank Flynn	12:45 – 4:00 pm Faculty Check-in meetings, Team Coaching Yossi Feinberg, JD Schramm	4:10 – 5:30 pm Neuroscience and the Connection to Innovation and Leadership Baba Shiv		
3:15 – 6:00pm Project Team meetings		4:00 – 5:30 pm Project Team meetings	3:20 – 5:30 pm Project Team meetings	4:10 – 5:30 pm Guest speaker			
5:30 – 7:00 pm	6:00 pm Reception 6:30 pm Opening Dinner and program overview	6:00 pm Reception 6:30 pm Dinner with guest speaker	5:45 pm Reception 6:30 pm Dinner	6:00 pm Reception 6:30 pm Dinner	6:00 pm Reception 6:30 pm Closing Dinner and Certificate Presentation		