

UC San Diego Executive Perspective For Scientists And Engineers

Curriculum/Program Plan, 2012-2013

as of: June 5, 2012

Module 3: Building New Value through Innovation

(1:30 to 7:00 p.m., including dinner break)

(7:00 to 8:00 p.m.)

Date	Session Topic	Instructor	Study Group	Facilitator
3/4*	Team Building	Snell		
3/11	New Business Value	Liu	NBV	Liu
3/18	New Business Value	Liu	NBV	Liu
3/25	Mergers and Acquisitions	O'Neill	NBV	Liu
4/1	Strategic Management	Bogaert	NBV	Liu
4/8	Social Media	Ploof	NBV	Liu
4/15	Agile Organizations	Gildersleeve/Wright	NBV	
4/22	Power & Politics in Organizations	Barkacs	NBV	
4/29	Managing Intellectual Property	Broberg	NBV	Liu
5/6	NBV	Liu NBV		
5/13	NBV	Fensholt	NBV Presentation due 5/18	
5/20	Presentation of plans, feedback and debrief	Liu	Module 3 Debrief	De Spain

5/22 Graduation—5:30 p.m., Hyatt Regency Aventine La Jolla

*Location & time change: Camp Stevens, 1108 Highway 78, Julian, 92036
Time: 10:00 a.m.–4:00 p.m.