

UCSD EXECUTIVE PERSPECTIVE FOR SCIENTISTS AND ENGINEERS

Curriculum/Program Plan, 2018-2019

As of: June 25, 2018

Module 2: Understanding a Technology Business

<u>Date</u>	<u>(1:00 to 6:30, including dinner break)</u> <u>Session Topic</u>	<u>Instructor</u>	<u>(6:30 to 7:30)</u> <u>Study Group</u>
11/19	No Class - Thanksgiving Holiday	N/A	N/A
11/26*	Team Dynamics	Snell	N/A
12/3	New Business Venture (NBV) Intro	Berthelot	Elevator Speech Due EOC
12/10	Finance & Accounting	Green	N/A
12/17	Finance & Accounting	Green	NBV Concept & SWOT Paper Due EOD
12/24	No Class - Christmas Eve Holiday	N/A	N/A
12/31	No Class - New Year's Day Holiday	N/A	N/A
1/7	Sales	O'Neal	NBV Feedback from Mike Berthelot
1/14	NBV Team Time (no dinner)	N/A	NBV
1/21	No Class - Martin Luther King Holiday	N/A	N/A
1/28	Marketing	Humphrey	NBV Project Review
2/4	Strategic Scenario Planning	Eppel	NBV
2/11	NBV Presentations Rehearsal	Berthelot / Farnan	NBV
2/18	No Class - President's Day Holiday	N/A	NBV Final Papers Due Feb 18 at midnight
2/25	NBV Presentations Panel	Berthelot / EPSE Grads Panel Local Business Executive Talk	

*Location &
time change: Rosa Sattoria Ranch
6036 Rainbow Heights Road
Fallbrook, 92028