

Bryan School of Business and Economics Program for Management Development
Spring 2011 Master Schedule – Note: This schedule is subject to change. 1/31/12

Thursday, February 2, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|-------------------------------------|--|---|
| 8:15 | Bohrer Hollinger Brown 225 | Welcome, Introductions, Overview & Pictures | |
| 9:30 | | Break | |
| 9:45 | Hassell 225 | Business Law I | |
| 11:45 | 416 | Lunch | |
| 12:45 | Brown 225 | Marketing I | |
| | | | <p>Marketing I</p> <p><i>Please read the following articles and prepare for discussion. What did you learn from these articles? What do you find interesting? (case and articles e-mailed to participants)</i></p> <ol style="list-style-type: none"> 1. “Trap-Ease America: The Big Cheese of Mousetraps¹” 2. “Small By Choice” 3. “Harley, with Macho Intact, Tries to Court More Women” 4. “How Costco Became the Anti-Wal-Mart” 5. “The Rise of Holiday Me-Tailers” 6. “Hyundai: The Genesis of Strategy” 7. “The Just-in-Time Consumer” 8. “Once Wary Apple Warms Up to Business Market” <p>(((Address information form due))) You will receive in class.</p> |

Friday, February 3, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|----------------------|-----------------------------------|---|
| 8:15 | Gargeya 225 | Global Operations Strategy | <p>Global Operations Strategy</p> <p><i>Please Read & Prepare:</i></p> <ol style="list-style-type: none"> 1. Chapter: “Developing a Manufacturing Strategy - Principles and Concepts” 2. Case: “Euro Disney: The First 100 Days” <ol style="list-style-type: none"> a. Draw up a time table of the major events described in the case study. b. What went wrong and why? Please be specific. |
| 11:15 | EUC | Lunch | |
| 12:00 | Buisson 225 | Economics I | |
| 2:15 | | Break | |
| 2:30 | Grabon 225 | MBTI/FIRO-B | <p>MBTI/FIRO-B</p> <p><i>Instructions for completing both instruments were e-mailed to participants.</i></p> <p>Please start your assessment. Here is the URL: http://online.cpp.com/en/CPPLandingPage.aspx?projectId=b543ddfb-9c53-46a7-be67-8e8583f8408c</p> <p>Participants will need to send Pattie Hollinger (pattie_hollinger@uncg.edu) their MBTI (Myers Briggs) type. If they do not know their type, here is the link for that assessment.</p> <p>Please start your assessment. Here is the URL: http://online.cpp.com/en/CPPLandingPage.aspx?projectId=663586a6-841c-4068-8f52-e464cc67c5bc</p> |

Friday, February 10, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|----------------------|----------------------------|---|
| 8:15 | Arrington 225 | Accounting I | |
| 11:00 | | Break | |
| 11:15 | Garrett 225 | Oral Communication | <p>Oral Communication</p> <ol style="list-style-type: none"> 1. Prepare a casual two-minute extemporaneous presentation on any subject that you care about. Make it fun. (See section for more details.) 2. Read the article. Answer the associated questions to prepare for class discussion. (See section for more details.) 3. Read the case. Answer the associated questions to prepare for class discussion. (See section for more details.) |
| 11:45 | EUC | Lunch | |
| 12:30 | Garrett 225 | Oral Communication | |
| 2:15 | | Break | |
| 2:30 | Erba 225 | Business Strategy I | <p>Business Strategy I</p> <p><i>Please Read</i> “From Strategy to Implementation: Seeking Alignment”.</p> |

Friday, February 17, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|----------------------|-----------------------------------|-------------------------------|
| 8:15 | Lowe 225 | Elements of Business Plans | |
| 10:30 | | Break | |
| 10:45 | Milanese 225 | Finance I | |
| 11:45 | EUC | Lunch | |
| 12:30 | Milanese 225 | Finance I | |
| 2:00 | | Break | |
| 2:15 | Brown 225 | Marketing II | |
| | | | |

Thursday, February 23, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|---------------------------------|--------------------------------------|--|
| 8:15 | Hassell 225 | Business Law II | <p>Business Law II</p> <p>Please look over websites located on: http://www.uncg.edu/bae/people/hassell/lawlinks.html Please report to the class which you find most helpful. <u>Each student will be asked to report to the class which law link they found most helpful.</u></p> |
| 10:15 | | Break | <p>Service Operations Management</p> <p>Please Read: “Putting the Service-Profit Chain to Work”</p> |
| 10:30 | Gargeya 225 | Service Operations Management | |
| 11:45 | Old Town Draught House take-out | Lunch | |
| 12:30 | Gargeya 225 | Service Operations Management | |
| 1:15 | | Break | <p>Marketing III</p> <p>Please read and prepare for discussion:</p> <ol style="list-style-type: none"> 1. “Using Google’s Data to Reach Consumers” 2. “Is Groupon Ruining Retailing” 3. “Building eBay for Lawyers” 4. “Office Depot: ‘Thank You for Calling...’” 5. “Amazon.com: A River of Customers” 6. “Theory & Practice: Customer Service as a Growth Engine” 7. “Enterprise Rent-a-Car” |
| 1:30 | Brown 225 | Marketing III | |

Friday, February 24, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|----------------------|-----------------------------|---|
| 8:15 | Grabon 225 | Change Styles | Changes Styles <i>An e-mail from Discovery Learning will be coming to you. Please follow the directions in that e-mail for how to complete this instrument.</i> |
| 10:45 | | Break | |
| 11:00 | Erba 225 | Business Strategy II | Business Strategy II <i>Please Read</i> 1. “Leading Change in the Entrepreneurially-Focused Organization” 2. “What Really Works” 3. “How did Honeywell Chairman Larry Bossidy turn the company around? By his maniacal focus on just one thing: execution” |
| 11:45 | EUC | Lunch | |
| 12:30 | Erba 225 | Business Strategy II | |
| 1:30 | | Break | |
| 1:45 | Arrington 225 | Accounting II | Accounting II <i>Please Read:</i> 1. “Caselet I: Com.Dot Corporation” 2. “CASELET 2” 3. “Silent Spring Painters” 4. “CASELET 3: Old Marsh Corporation” |

Friday, March 2, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|--------------|---|--|--|
| 8:15 | Brown 225 Break out rooms: 320 335 344A 360 419 | Aha Water Case Analysis | <i>Please read the "Aha: A Different Kind of Water" case</i> |
| 11:45 | 416 | Lunch | |
| 12:30 | Brown Garrett Hollinger 225 | Case Videotaping | |
| 1:15 | Brown Garrett Erba 225 | Case Presentations / Faculty Review | |

Friday, March 9, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|-----------------------------|--------------------------------------|--|
| 8:15 | Clapham 225 | Cost Reduction | <p>Cost Reduction</p> <p><i>Please Read:</i></p> <ol style="list-style-type: none"> 1. “Company-wide Cost Reduction” 2. Identify 2-3 ideas you have for cost reduction in your organization (either in your area or outside of your area) that you will be prepared to share/discuss during class <p><i>Helpful hints:</i></p> <ol style="list-style-type: none"> 1. Feel free to discuss or brainstorm cost reduction ideas with others internally at your organization 2. CFOs and Finance Directors can be a particularly helpful resource 3. Alternatively, you may contact Susan Clapham of Clapham Consulting. Susan will be teaching this module. Cell (704) 907-1315 susan@claphamconsulting.com |
| 11:45 | | Travel to Camp Weaver | |
| 12:00 | Hollinger Camp Weaver | Lunch Team Building | <p>Team Building</p> <p><i>Please note the map and instructions for the day. Please give your completed Medical and Release Forms to Pattie this morning.</i></p> |

Thursday, March 15, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|---|--------------------------|-------------------------------|
| 8:15 | Hassell 225 | Negotiation | |
| 11:45 | Old Town Draught House take- out | Lunch | |
| 12:30 | Buisson 225 | Economics II | |
| 2:00 | | Break | |
| 2:15 | Gould 225 | Coaching the Team | |

Coaching the Team
Please Read:
 “The Making of the Corporate Athlete”

Friday, March 16, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|----------------------|-----------------------|---|
| 8:15 | Lowe 225 | Leadership | <p>Leadership</p> <p><i>Please Read:</i></p> <ol style="list-style-type: none"> 1. “The CEO As Coach: An Interview with AlliedSignal's Lawrence A. Bossidy” 2. “Rule #3 Leadership Is Confusing As Hell” 3. “Why Should Anyone Be Led by You?” <p>Pre-simulation</p> <p><i>Please Read:</i></p> <p>“The Orthopedic Motor Market: Minnesota Micromotors and Brushless Motor Technology</p> |
| 11:45 | EUC | Lunch | |
| 12:30 | Brown 225 | Pre-simulation | |
| 1:30 | | Break | |
| 1:45 | Milanese 225 | Finance II | |

Friday, March 23, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|----------------------|--|---|
| 8:15 | Arrington 225 | Accounting III | <p>Accounting III</p> <p><i>Please Read:</i></p> <ol style="list-style-type: none"> 1. “Caselet I: Domino Corporation” 2. “Caselet II: No-Flex Company” 3. “Caselet III: Flower City Grocery” 4. “Caselet IV: Chic Corporation” 5. “Caselet V: Radical Corporation” 6. “Caselet VI: Intex Corporation” <p>Quality & Supply Chain Management</p> <p><i>Please Read:</i></p> <p>“Partnerships to Improve Supply Chains”</p> |
| 10:30 | | Break | |
| 10:45 | Gargeya | Quality & Supply Chain Management | |
| 11:45 | EUC | Lunch | |
| 12:30 | Gargeya 225 | Quality & Supply Chain Management | |
| 2:30 | | Break | |
| 2:45 | Grabon 225 | Influence Styles | |

Thursday, March 29, 2012 (8:15 AM – 4:30 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|--------------|---|-------------------|-------------------------------|
| 8:15 | Brown 225 Break out rooms: 320 335 344A 360 419 | Simulation | |
| 11:45 | EUC | Lunch | |
| 12:30 | Brown 225 Break out rooms: 320 335 344A 360 419 | Simulation | |

Friday, March 30, 2012 (8:15 AM – 2:00 PM)

| Time | Instructor & Room(s) | Session | Pre-class & Class Assignments |
|-------|--|--|-------------------------------|
| 8:15 | Erba Brown Garrett Grabon 225 Break out rooms: 320 335 344A 360 419 | Simulation Presentations | |
| 11:45 | Alumni House | Graduation | |