

## STANFORD EXECUTIVE PROGRAM 2009

Revised 9/10/2009

Week 1	Section (Room)	Monday, June 22	Tuesday, June 23	Wednesday, June 24	Thursday, June 25	Friday, June 26
8:00–9:15 am	150	Accounting for Valuation and Control <b>Rajan 1</b>	<i>Exercise Starts 6:15 am</i> Strategic Leadership in Dynamic Environments <b>Burgelman 1</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 2</b>	Accounting for Valuation and Control <b>Rajan 4</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 4</b>
8:00–9:15 am	152	The Effects of Health on Success <b>Hanna/Bortz</b>	Microeconomics with Names <b>Kreps 2</b>	Microeconomics with Names <b>Kreps 3</b>	Microeconomics with Names <b>Kreps 4</b>	Microeconomics with Names <b>Kreps 5</b>
9:15–9:45 am		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
9:45–11:00 am	150	Microeconomics with Names <b>Kreps 1</b>	Accounting for Valuation and Control <b>Rajan 2</b>	Accounting for Valuation and Control <b>Rajan 3</b>	Microeconomics with Names <b>Kreps 4</b>	Microeconomics with Names <b>Kreps 5</b>
9:45–11:00 am	152	Accounting for Valuation and Control <b>Rajan 1</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 1</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 2</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 3</b>	Accounting for Valuation and Control <b>Rajan 5</b>
11:00–11:20 am		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
11:20 am–12:35 pm	150	The Effects of Health on Success <b>Hanna/Bortz</b>	Microeconomics with Names <b>Kreps 2</b>	Microeconomics with Names <b>Kreps 3</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 3</b>	Accounting for Valuation and Control <b>Rajan 5</b>
11:20 am–12:35 pm	152	Microeconomics with Names <b>Kreps 1</b>	Accounting for Valuation and Control <b>Rajan 2</b>	Accounting for Valuation and Control <b>Rajan 3</b>	Accounting for Valuation and Control <b>Rajan 4</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 4</b>
12:35–2:00 pm		12:35–1:15 pm Library Tour Section 150  <b>Lunch</b>	12:35–1:15 pm Library Tour Section 152  <b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
2:00–3:15 pm			Optional Guest Lecture	Distinguished Guest Lecture	Optional Faculty Workshop	Optional Faculty Workshop
3:30–4:45 pm				Optional Faculty Lecture		
<b>Sunday, June 21</b> 1:00 & 2:00 pm Schwab Tours 3:00 pm Stanford Campus Tour 5:45 pm Opening Reception, East Courtyard 6:45 pm Dinner, Vidalakis Dining Room		6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception East Courtyard  6:45 pm Dinner East Courtyard	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Palm Courtyard  7:00 pm Dinner East Courtyard

**Discussion groups meet Sunday through Thursday at 7:45 pm at the Schwab Residential Center. Schedule subject to change.**

## STANFORD EXECUTIVE PROGRAM 2009

Revised 9/10/2009

Week 2	Section (Room)	Monday, June 29	Tuesday, June 30	Wednesday, July 1	Thursday, July 2	Friday, July 3
8:00–9:15 am	150	Strategic Leadership in Dynamic Environments <b>Burgelman 5</b>	The Importance of Ethics in Business <b>Krehbiel 2</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 7</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 8</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 9</b>
8:00–9:15 am	152	Accounting for Valuation and Control <b>Rajan 6</b>	Microeconomics with Names <b>Kreps 7</b>	Corporate Governance and Executive Compensation <b>Larcker 1</b>	Corporate Governance and Executive Compensation <b>Larcker 2</b>	The Importance of Ethics in Business <b>Krehbiel 5</b>
9:15–9:45 am		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
9:45–11:00 am	150	Accounting for Valuation and Control <b>Rajan 6</b>	Microeconomics with Names <b>Kreps 7</b>	Corporate Governance and Executive Compensation <b>Larcker 1</b>	The Importance of Ethics in Business <b>Krehbiel 4</b>	Business Process Design <b>Patell 1</b>
9:45–11:00 am	152	Strategic Leadership in Dynamic Environments <b>Burgelman 5</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 6</b>	The Importance of Ethics in Business <b>Krehbiel 3</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 8</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 9</b>
11:00–11:20 am		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
11:20 am–12:35 pm	150	Microeconomics with Names <b>Kreps 6</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 6</b>	The Importance of Ethics in Business <b>Krehbiel 3</b>	Corporate Governance and Executive Compensation <b>Larcker 2</b>	The Importance of Ethics in Business <b>Krehbiel 5</b>
11:20 am–12:35 pm	152	The Importance of Ethics in Business <b>Krehbiel 1</b>	The Importance of Ethics in Business <b>Krehbiel 2</b>	Strategic Leadership in Dynamic Environments <b>Burgelman 7</b>	The Importance of Ethics in Business <b>Krehbiel 4</b>	Business Process Design <b>Patell 1</b>
12:35–2:00 pm		<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
2:00–3:15 pm		The Importance of Ethics in Business <b>Krehbiel 1 (Section 150)</b> Microeconomics with Names <b>Kreps 6 (Section 152)</b>	Distinguished Faculty Lecture	Optional Faculty Lecture	Optional Faculty Lecture	Optional Guest Lecture
3:30–4:45 pm			Distinguished SEP Alumni Panel	Visiting Faculty Lecture	Visiting Faculty Lecture	
<b>Sunday, June 28</b> 8:00–11:00 am Brunch Vidalakis Dining Room  6:00 pm Reception Vidalakis Courtyard 6:45 pm Dinner Vidalakis Dining Room		6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception East Courtyard  6:45 pm Dinner East Courtyard	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Palm Courtyard  7:00 pm Dinner East Courtyard

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**STANFORD EXECUTIVE PROGRAM 2009**

Revised 9/10/2009

<b>Week 3</b>	<b>Section (Room)</b>	<b>Monday, July 6</b>	<b>Tuesday, July 7</b>	<b>Wednesday, July 8</b>	<b>Thursday, July 9</b>	<b>Friday, July 10</b>
<b>8:00–9:15 am</b>	<b>150</b>	Activists, Governments and Regulations <b>Shotts 1</b>	Activists, Governments and Regulations <b>Shotts 2</b>	Activists, Governments and Regulations <b>Shotts 3</b>	Delivering Customer Value Through Marketing <b>Lattin 4</b>	Activists, Governments and Regulations <b>Shotts 5</b>
<b>8:00–9:15 am</b>	<b>152</b>	Business Process Design <b>Patell 2</b>	Delivering Customer Value Through Marketing <b>Lattin 2</b>	Delivering Customer Value Through Marketing <b>Lattin 3</b>	Activists, Governments and Regulations <b>Shotts 4</b>	Delivering Customer Value Through Marketing <b>Lattin 5</b>
<b>9:15–9:45 am</b>		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
<b>9:45–11:00 am</b>	<b>150</b>	Business Process Design <b>Patell 2</b>	Delivering Customer Value Through Marketing <b>Lattin 2</b>	Business Process Design <b>Patell 4</b>	Business Process Design <b>Patell 6</b>	Delivering Customer Value Through Marketing <b>Lattin 5</b>
<b>9:45–11:00 am</b>	<b>152</b>	Delivering Customer Value Through Marketing <b>Lattin 1</b>	Business Process Design <b>Patell 3</b>	Activists, Governments and Regulations <b>Shotts 3</b>	Delivering Customer Value Through Marketing <b>Lattin 4</b>	Activists, Governments and Regulations <b>Shotts 5</b>
<b>11:00–11:20 am</b>		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
<b>11:20 am–12:35 pm</b>	<b>150</b>	Delivering Customer Value Through Marketing <b>Lattin 1</b>	Business Process Design <b>Patell 3</b>	Delivering Customer Value Through Marketing <b>Lattin 3</b>	Activists, Governments and Regulations <b>Shotts 4</b>	Public Policy and the Economy <b>Lazear 2</b> Bishop Auditorium
<b>11:20 am–12:35 pm</b>	<b>152</b>	Activists, Governments and Regulations <b>Shotts 1</b>	Activists, Governments and Regulations <b>Shotts 2</b>	Business Process Design <b>Patell 4</b>	Business Process Design <b>Patell 6</b>	
<b>12:35–2:00 pm</b>		<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
<b>2:00–3:15 pm</b>		Optional Faculty Lecture	Distinguished Guest Lecture	Supply Chain Simulation <b>Patell 5</b> Section 150	Public Policy and the Economy <b>Lazear 1</b> Section 152	Mid Program Break Begins
<b>3:30–4:45 pm</b>		Optional Faculty Lecture		Supply Chain Simulation <b>Patell 5</b> Section 152	Public Policy and the Economy <b>Lazear 1</b> Section 150	
<b>Sunday, July 5</b> 9:30–11:00 am Brunch, Vidalakis Dining Room 6:00 pm Reception, Vidalakis Courtyard 6:45 pm Dinner, Vidalakis Dining Room		6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception and Dinner at Stanford Stadium	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room

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**STANFORD EXECUTIVE PROGRAM 2009**

Revised 9/10/2009

Week 4	Section (Room)	Monday, July 13	Tuesday, July 14	Wednesday, July 15	Thursday, July 16	Friday, July 17
8:00–9:15 am	150	<b>B</b>	The Financial Crisis: What Went Wrong? <b>Taylor 1</b>	Public Policy and the Economy <b>Lazear 3</b>	Financial Management and the Creation of Value <b>Parker 3</b>	Financial Management and the Creation of Value <b>Parker 5</b>
8:00–9:15 am	152	<b>R</b>	Financial Management and the Creation of Value <b>Parker 1</b>	Delivering Customer Value Through Marketing <b>Lattin 7</b>	Profiting from Evidence-Based Management <b>Pfeffer 1</b>	Profiting from Evidence-Based Management <b>Pfeffer 3</b>
9:15–9:45 am			<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
9:45–11:00 am	150	<b>E</b>	Financial Management and the Creation of Value <b>Parker 1</b>	Financial Management and the Creation of Value <b>Parker 2</b>	Profiting from Evidence-Based Management <b>Pfeffer 1</b>	Profiting from Evidence-Based Management <b>Pfeffer 3</b>
9:45–11:00 am	152	<b>A</b>	Delivering Customer Value Through Marketing <b>Lattin 6</b>	Public Policy and the Economy <b>Lazear 3</b>	Financial Management and the Creation of Value <b>Parker 3</b>	Financial Management and the Creation of Value <b>Parker 5</b>
11:00–11:20 am			<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
11:20 am–12:35 pm	150	<b>K</b>	Delivering Customer Value Through Marketing <b>Lattin 6</b>	Delivering Customer Value Through Marketing <b>Lattin 7</b>	Profiting from Evidence-Based Management <b>Pfeffer 2</b>	Distinguished SEP Graduate and Faculty Lecture
11:20 am–12:35 pm	152		The Financial Crisis: What Went Wrong? <b>Taylor 1</b>	Financial Management and the Creation of Value <b>Parker 2</b>	Financial Management and the Creation of Value <b>Parker 4</b>	
12:35–2:00 pm		<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
2:00–3:15 pm			Distinguished Faculty Lecture	Optional Faculty Lecture	Financial Management and the Creation of Value <b>Parker 4</b> Section 150 Profiting from Evidence-Based Management <b>Pfeffer 2</b> Section 152	Optional Faculty Lecture
3:30–4:45 pm			Optional Faculty Lecture	Optional Faculty Lecture	Distinguished Faculty Lecture	
<b>Sunday, July 12</b> 9:30–11:00 am Brunch, Vidalakis Dining Room 6:00 pm Reception, Vidalakis Courtyard 6:45 pm Dinner, Vidalakis Dining Room		6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception East Courtyard  6:45 pm Dinner East Courtyard	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Palm Courtyard  7:00 pm Dinner East Courtyard

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## STANFORD EXECUTIVE PROGRAM 2009

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Week 5	Section (Room)	Monday, July 20	Tuesday, July 21	Wednesday, July 22	Thursday, July 23	Friday, July 24
<b>8:00–9:15 am</b>	<b>150</b>	Building Market Focus in Tough Times <b>Rao 1</b>	Building Market Focus in Tough Times <b>Rao 2</b>	Building Market Focus in Tough Times <b>Rao 3</b>	Building Market Focus in Tough Times <b>Rao 4</b>	Building Market Focus in Tough Times <b>Rao 5</b>
<b>8:00–9:15 am</b>	<b>152</b>	Financial Management and the Creation of Value <b>Parker 6</b>	Winning Through Innovation <b>O'Reilly 2</b>	Winning Through Innovation <b>O'Reilly 3</b>	Winning Through Innovation <b>O'Reilly 4</b>	Winning Through Innovation <b>O'Reilly 5</b>
<b>9:15–9:45 am</b>		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
<b>9:45–11:00 am</b>	<b>150</b>	Winning Through Innovation <b>O'Reilly 1</b>	Winning Through Innovation <b>O'Reilly 2</b>	Financial Management and the Creation of Value <b>Parker 7</b>	Winning Through Innovation <b>O'Reilly 4</b>	Winning Through Innovation <b>O'Reilly 5</b>
<b>9:45–11:00 am</b>	<b>152</b>	Building Market Focus in Tough Times <b>Rao 1</b>	Building Market Focus in Tough Times <b>Rao 2</b>	Building Market Focus in Tough Times <b>Rao 3</b>	Financial Management and the Creation of Value <b>Parker 8</b>	Building Market Focus in Tough Times <b>Rao 5</b>
<b>11:00–11:20 am</b>		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
<b>11:20 am–12:35 pm</b>	<b>150</b>	Financial Management and the Creation of Value <b>Parker 6</b>	Distinguished Faculty Lecture	Winning Through Innovation <b>O'Reilly 3</b>	Financial Management and the Creation of Value <b>Parker 8</b>	Distinguished Faculty Lecture
<b>11:20 am–12:35 pm</b>	<b>152</b>	Winning Through Innovation <b>O'Reilly 1</b>		Financial Management and the Creation of Value <b>Parker 7</b>	Building Market Focus in Tough Times <b>Rao 4</b>	
<b>12:35–2:00 pm</b>		<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
<b>2:00–3:15 pm</b>		Distinguished Guest Lecture	Optional SEP Graduate Lecture	Optional Faculty Lecture	Optional Faculty Workshop	Optional Guest Lecture
<b>3:30–4:45 pm</b>		Optional Faculty Lecture			Optional Faculty Workshop	
<b>Sunday, July 19</b>		<b>6:00 pm</b> Reception Vidalakis Courtyard	<b>6:00 pm</b> Reception East Courtyard	<b>5:30 pm</b> Off Campus Reception and Dinner	<b>6:00 pm</b> Reception Vidalakis Courtyard	<b>6:00 pm</b> Reception Palm Courtyard
<b>9:30 – 11:00 am</b> Brunch, Vidalakis Dining Room						
<b>6:00 pm</b> Reception, Vidalakis Courtyard		<b>6:45 pm</b> Dinner Vidalakis Dining Room	<b>6:45 pm</b> Dinner East Courtyard		<b>6:45 pm</b> Dinner Vidalakis Dining Room	<b>7:00 pm</b> Dinner East Courtyard
<b>6:45 pm</b> Dinner, Vidalakis Dining Room						

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## STANFORD EXECUTIVE PROGRAM 2009

Revised 9/10/2009

Week 6	Section (Room)	Monday, July 27	Tuesday, July 28	Wednesday, July 29	Thursday, July 30	Friday, July 31
8:00–9:15 am	150	Global Growth Strategies: Accelerators and Inhibitors <b>Foster 1</b>	Global Growth Strategies: Accelerators and Inhibitors <b>Foster 2</b>	Global Growth Strategies: Accelerators and Inhibitors <b>Foster 3</b>	Global Growth Strategies: Accelerators and Inhibitors <b>Foster 4</b>	Distinguished Faculty Lecture
8:00–9:15 am	152	Options and Derivatives in Modern Corporate Finance <b>Pfleiderer 1</b>	Options and Derivatives in Modern Corporate Finance <b>Pfleiderer 2</b>	Options and Derivatives in Modern Corporate Finance <b>Pfleiderer 3</b>	Options and Derivatives in Modern Corporate Finance <b>Pfleiderer 4</b>	
8:00–9:15 am	182	Executive Decision Making <b>Flynn 1</b>	Executive Decision Making <b>Flynn 2</b>	Executive Decision Making <b>Flynn 3</b>	Executive Decision Making <b>Flynn 4</b>	
9:15–9:45 am		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
9:45–11:00 am	150	Customer-Focused Product Marketing <b>Srinivasan 1</b>	Customer-Focused Product Marketing <b>Srinivasan 2</b>	Customer-Focused Product Marketing <b>Srinivasan 3</b>	Customer-Focused Product Marketing <b>Srinivasan 4</b>	Organ Concert Memorial Church
9:45–11:00 am	151	Electronic Business <b>Mendelson 1</b>	Electronic Business <b>Mendelson 2</b>	Electronic Business <b>Mendelson 3</b>	Electronic Business <b>Mendelson 4</b>	
9:45–11:00 am	152	The Global Context of Management <b>Barnett 1</b>	The Global Context of Management <b>Barnett 2</b>	The Global Context of Management <b>Barnett 3</b>	The Global Context of Management <b>Barnett 4</b>	
11:00–11:20 am		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
11:20 am–12:35 pm	150	Organizational Networks: Diagnosing and Managing Social Capital <b>Sørensen 1</b>	Organizational Networks: Diagnosing and Managing Social Capital <b>Sørensen 2</b>	Organizational Networks: Diagnosing and Managing Social Capital <b>Sørensen 3</b>	Organizational Networks: Diagnosing and Managing Social Capital <b>Sørensen 4</b>	<b>12:00–2:00 pm</b> Lunch
11:20 am–12:35 pm	152	Acquiring and Building Stars <b>Shaw 1</b>	Acquiring and Building Stars <b>Shaw 2</b>	Acquiring and Building Stars <b>Shaw 3</b>	Acquiring and Building Stars <b>Shaw 4</b>	<b>3:30–4:45 pm</b> Distinguished Guest Lecture
11:20 am–12:35 pm	162	Business Simulation Laboratory <b>Patell/Moore 1</b>	Business Simulation Laboratory <b>Patell/Moore 2</b>	Business Simulation Laboratory <b>Patell/Moore 3</b>	Business Simulation Laboratory <b>Patell/Moore 4</b>	
12:35–2:00 pm		<b>Lunch</b> GSB Alumni Info Session Schwab	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	
2:00–3:15 pm	Bishop	How Leaders Use Power Effectively- And Why They Sometimes Get It Wrong <b>Kramer 1</b>	How Leaders Use Power Effectively- And Why They Sometimes Get It Wrong <b>Kramer 2</b>	How Leaders Use Power Effectively- And Why They Sometimes Get It Wrong <b>Kramer 3</b>	How Leaders Use Power Effectively- And Why They Sometimes Get It Wrong <b>Kramer 4</b>	<b>5:00–6:00 pm</b> Closing Ceremony
3:30–4:45 pm		Optional SEP Graduate Lecture	Optional Faculty Lecture	Optional Faculty Lecture		<b>6:30–7:30 pm</b> Finale Reception
Sunday, July 26 9:30–11:00 am Brunch, Vidalakis Dining Room 6:00 pm Reception, Vidalakis Courtyard 6:45 pm Dinner, Vidalakis Dining Room		6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception East Courtyard  6:45 pm Dinner East Courtyard	6:00 pm Reception Vidalakis Courtyard  6:45 pm Dinner Vidalakis Dining Room	6:00 pm Reception Palm Courtyard  7:00 pm Dinner Vidalakis Courtyard	<b>7:30–10:00 pm</b> Finale Dinner  <b>Saturday, August 1</b> 9:00–11:00 am Brunch, Vidalakis Dining Room

Schedule subject to change.