



Yale School of Management Global Network Week
Behavioral Science of Management
March 2019- Group 1

Monday, March 11th

- 8:15 – 8:30 a.m. **Continental Breakfast**
Bewkes Classroom 2410
Continental breakfast will be available outside the classroom.
- 8:30 – 8:45 a.m. **Welcome and Program Overview**
Bewkes Classroom 2410
Camino de Paz, *Managing Director of Global Initiatives*
- 9:00 – 10:30 a.m. **Understanding Consumer Experiences**
Bewkes Classroom 2410
Gal Zauberman, *Professor of Marketing*
- 10:45 – 11:45 a.m. **Walking Tour of Yale University**
Join your TAs in a walking tour outside to explore the Yale campus.
- 12:00 – 1:30 p.m. **Welcome Lunch**
Beinecke Terrace Room
Over lunch, Managing Director Camino de Paz will give an overview of what the Global Network for Advanced Management is and how it can work for you.
- 1:30 – 4:30 p.m. **Framing Effects, Context Effects and Choice Architecture**
Bewkes Classroom 2410
Shane Frederick, *Professor of Marketing*
- 4:45 – 5:00 p.m. **Group Photo**
Follow your TAs to the Bekenstein Atrium for the Global Network Week group photo.
- 5:00 – 7:00 p.m. **Opening Cocktail Reception**
The Forum, *first floor*



Tuesday, March 12th

8:30 – 9:00 a.m.

Breakfast and Overview

Bewkes Classroom 2410

9:00 a.m. – 12:00 p.m.

Managerial Communication and Performance Evaluation

Bewkes Classroom 2410

Ayelet Fishbach, *Visiting Professor of Behavioral Science and Marketing*

12:00 – 1:00 p.m.

Lunch

Charley's Place

TAs will distribute lunch vouchers to Charley's Place, Yale SOM's dining commons. Located on the first floor of Evans Hall, the menu at Charley's Place features a globally rustic cuisine with a spotlight on local products. Your voucher may be redeemed for a meal and drink.

12:45 – 1:15 p.m.

Explore New Opportunities: Master of Advanced Management

Bewkes Classroom 2410 (Optional Session)

Kelsey Kanavy, *Assistant Director of Management Masters Programs*

1:15 – 4:30 p.m.

Making Better Decisions Using Behavioral Science

Bewkes Classroom 2410

Nathan Novemsky, *Professor of Marketing and Psychology*

4:30 – 5:00 p.m.

Humans of the Network

Bewkes Classroom 2400

Matthew O'Rourke, *Associate Director of Communications, Global Network for Advanced Management*

7:00 – 9:00 p.m.

Pizza Night at BAR

254 Crown Street

Meet at a New Haven favorite, BAR at 7:00pm. There will be free pizza and soda waiting for you in the back room. Make sure you bring a photo ID for entry.



Wednesday, March 13th

COMPANY VISIT

Separate Agenda will be shared for company visit

Thursday, March 14th

9:00 – 9:30 a.m.

Breakfast and Overview

Bewkes Classroom 2410

9:30 a.m. – 12:30 p.m.

Negotiating Mindsets

Bewkes Classroom 2410

Daylian Cain, *Senior Lecturer in Negotiations and Ethics*

12:30 – 1:30 p.m.

Lunch on your own

Lunch is on your own. Feel free to grab lunch at the carts located at the “Whale” or at any local restaurant. Recommendations are in your program folder.

1:30 – 3:00 p.m.

Influence and Persuasion

Bewkes Classroom 2410

Zoë Chance, *Assistant Professor of Marketing*

3:00– 7:30 p.m.

Free Afternoon

7:30 p.m.

Small Group Dinners

Dine at one of the local New Haven restaurants with your classmates. **Please remember to bring cash or credit card to pay for your meal.**



Friday, March 15th

9:00 – 9:30 a.m.

Breakfast and Overview

Bewkes Classroom 2410

9:30 a.m. – 12:00 p.m.

Presentation Prep

Small breakout rooms

12:00 – 1:15 p.m.

Working Lunch and Program Survey

Nooyi Classroom 2400

Lunch will be provided outside Classroom 2400.

During the lunch hour, you will be asked to complete a short survey assessing the Yale SOM Global Network Week program. Laptops will be available in Classroom 2400.

You can continue working on your final presentations until 1:00 p.m. At that time, your presentation needs to be submitted to your TAs. They will collect them on a flash drive.

1:15 – 3:30 p.m.

Final Presentations, Certificate Ceremony, and Farewell

Bewkes Classroom 2410

END OF PROGRAM