



Yale School of Management EMBA Global Network Week

Behavioral Science of Management

June 12-16, 2023

Monday, June 12th

8:00 a.m. – 8:40 a.m.

Continental Breakfast

Outside Class of 1980 Classroom 2400

8:40 a.m. -9:00 a.m.

Welcome and Program Overview

Class of 1980 Classroom 2400

Camino de Paz, Assistant Dean of Global Network Programs

9:00 a.m. –10:30 a.m.

Charisma: Science and Practice

Class of 1980 Classroom 2400

Zoe Chance, Senior Lecturer in Management

10:45 a.m. – 11:45 a.m.

Walking Tour of Yale University

TAs will lead students to the entrance of Evans Hall for a walking tour led by Yale College guides. Learn about the history and architecture of Yale from Yale College students in this 60 - minute tour that departs from Evans Hall. Note, this tour is rain or shine, so please come prepared.

11:45 a.m. – 12:00 p.m.

Group Photo

Follow your TAs to the Courtyard for the Global Network Week group photo. (Rain plan: photo in the Atrium)

12:00 p.m. – 1:30 p.m.

Lunch



Charley's Place

TAs will distribute lunch vouchers to Charley's Place, Yale SOM's 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.

1:30 p.m. – 2:00 p.m.

TA Icebreaker

Class of 1980 Classroom 2400

2:00 p.m. – 5:00 p.m.

Dual Systems & Choice Architecture

Class of 1980 Classroom 2400
Shane Frederick, *Professor of Marketing*

5:00 p.m. – 7:00 p.m.

Opening Cocktail Reception

Snyder Forum (1st floor)

Tuesday, June 13th

8:15 a.m. - 8:45 a.m.

Continental Breakfast

Outside Class of 1980 Classroom 2400

8:45 a.m. – 9:00 a.m.

Overview

Class of 1980 Classroom 2400

9:00 a.m. – 9:30 a.m.

Airline Case Activity

Class of 1980 Classroom 2400

In preparation for Nathan Novemsky's class session, you will spend 30 minutes working in groups on the Airline Case Activity. Join your assigned final project group (listed on the front of the program folder) and complete the activity described.

9:30 a.m. – 12:30 p.m.

Making Better Decisions Using Behavioral Science



Class of 1980 Classroom 2400

Nathan Novemsky, *Professor of Marketing*

12:30 p.m.-2:00 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.

2:15 p.m. – 3:00 p.m.

CDO Overview

Class of 1980 Classroom 2400

Hear from Michael Minutoli, *Director of Career Education and Coaching*

3:00 p.m. - 3:30 p.m.

Global Network for Advanced Management Overview

Class of 1980 Classroom 2400

Camino de Paz, *Assistant Dean of Global Network Programs*

Assistant Dean of Global Network Programs, Camino de Paz, will give an overview of what that Global Network for Advanced Management is and how it can work for you.

3:45 p.m. – 4:15 p.m.

Explore New Opportunities: Master of Advanced Management (Optional)

Class of 1980 Classroom 2400

Matthew La Sance, *Assistant Director for Admissions, Management Master’s Programs*

Wednesday, June 14th

8:15 a.m.-8:45 a.m.

Continental Breakfast

Outside Class of 1980 Classroom 2400

8:45 a.m. – 9:00 a.m.

Overview

Class of 1980 Classroom 2400



9:00 a.m. – 12:00 p.m.

Behavioral Finance

Class of 1980 Classroom 2400

Nicholas Barberis, *Stephen and Camille Schramm Professor of Finance*

12:00 p.m. – 1:45 p.m.

Lunch

Charley's Place

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2:00 p.m. -4:00 p.m.

Workshop: The Design Principles That Shape Businesses

Class of 1980 Classroom 2400

Claudine Litman, SOM MBA '19, *Executive Director at the Yale New Haven Health Center for Outcomes Research and Evaluation (CORE)*.

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.

Thursday, June 15th

8:30 a.m. – 9:00 a.m.

Continental Breakfast

Outside Class of 1980 Classroom 2400

9:00 a.m. – 9:10 a.m.

Overview

Class of 1980 Classroom 2400

9:10 a.m. – 9:30 a.m.

Negotiation Mindsets: Pre - Session Negotiations

Class of 1980 Classroom 2400



9:30 a.m. – 12:30 p.m.

Negotiation Mindsets

Class of 1980 Classroom 2400

Daylian Cain, *Senior Lecturer in Negotiations and Leadership*

12:30 p.m.-2:30 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.

2:30 p.m. – 4:00 p.m.

Understanding Consumer Experiences

Class of 1980 Classroom 2400

Gal Zauberaman, *Joseph F. Cullman, 3rd Professor of Marketing*

7:00 p.m. – 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.

Friday, June 16th

8:45 a.m. – 9:15 a.m.

Breakfast

Outside Class of 1980 Classroom 2400

9:15 a.m. – 9:30 a.m.

Overview

Class of 1980 Classroom 2400

9:30 a.m. – 12:00 p.m.

Presentation Prep

Small breakout rooms



12:00 – 1:15 p.m.

Working Lunch and Program Survey

Allison Classroom 2210- lunch served outside the classroom

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 2210.

You can continue working on your final presentations until 1:00 p.m.

1:15 – 3:30 p.m.

Final Presentations, Certificate Ceremony, and Farewell

Class of 1980 Classroom 2400

END OF PROGRAM