



Yale School of Management EMBA Global Network Week
Behavioral Science of Management
June 10-14, 2024

Monday, June 10th

8:00 a.m. – 8:40 a.m.

Continental Breakfast

Outside Blumetti Classroom 2200

8:40 a.m. – 9:00 a.m.

Welcome and Program Overview

Blumetti Classroom 2200

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

Stacy Awe, *Assistant Director for Global Initiatives*

9:00 a.m. – 12:00 p.m.

Framing Brand Value and Drivers of Consumer Choice

Blumetti Classroom 2200

Ravi Dhar, *George Rogers Clark Professor of Management and Marketing
& Director of the Yale Center for Customer Insights*

12:00 p.m. – 1:35 p.m.

Lunch & Ambassador-led Icebreaker

The Snyder Forum, 1st floor

Pizza and salad will be served (cheese-free and gluten free options available)

1:45 p.m. – 3:15 p.m.

Influence and Persuasion

Blumetti Classroom 2200

Zoe Chance, *Senior Lecturer in Management*

3:30 p.m. – 5:00 p.m.

Charisma: Science and Practice

Blumetti Classroom 2200

Zoe Chance, *Senior Lecturer in Management*



5:00 p.m. – 7:00 p.m.

Opening Cocktail Reception

The Snyder Forum, 1st floor

Tuesday, June 11th

8:15 a.m. – 8:45 a.m.

Continental Breakfast

Outside Blumetti Classroom 2200

8:45 a.m. – 9:00 a.m.

Overview

Blumetti Classroom 2200

9:00 a.m. – 9:30 a.m.

Airline Case Activity

Blumetti Classroom 2200

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

Blumetti Classroom 2200

Nathan Novemsky, *Professor of Marketing*

12:40 p.m. – 12:55 p.m.

GNW Group Photo

Follow your Ambassadors to the Atrium for the Global Network Week Group Photo.

12:55 p.m.-2:15 p.m.

Lunch

Lunch is on your own. Feel free to grab lunch at the carts located at the “Whale” or at any local restaurant. Recommendations are on the “Insider Tips 2024” document posted under files on Canvas (also sent via email).



2:30 p.m. - 3:00 p.m.

Global Network for Advanced Management Overview

Blumetti Classroom 2200

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.

3:15 p.m. – 4:30 p.m.

Walking Tour of Yale University

Ambassadors 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 75 - minute tour that departs from Evans Hall and will conclude at the Yale Bookstore. Note, this tour is rain or shine, so please come prepared.

7:30 p.m.

Small Group Dinners

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

Wednesday, June 12th

7:50 a.m. – 8:20 a.m.

Continental Breakfast

Outside Blumetti Classroom 2200

8:20 a.m. – 8:30 a.m.

Overview

Blumetti Classroom 2200

8:30 a.m. – 11:30 a.m.

Prosocial Behavior: Individuals, Brands, and Firms

Blumetti Classroom 2200

Deborah Small, *Adrian C. Israel Professor of Marketing*



11:35 a.m. – 12:05 p.m.

Explore New Opportunities: Master of Advanced Management (Optional)

Blumetti Classroom 2200

Matthew LaSance, *Assistant Director for Admissions, Management Master's Programs*

12:05 p.m. – 1:25 p.m.

Lunch

Charley's Place

Ambassadors 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.

Negotiation Mindsets: Pre - Session Negotiations

Blumetti Classroom 2200

2:00 p.m. – 5:00 p.m.

Negotiation Mindsets

Blumetti Classroom 2200

Daylian Cain, *Senior Lecturer in Negotiations and Leadership*

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.

Thursday, June 13th

Free Time

You may take this time explore all New Haven has to offer, including its wonderful museums! Refer to the “**Insider Tips 2024**” document posted under files on Canvas (also sent via email) for some suggestions on things to do before your afternoon session at SOM.



1:15 p.m. – 1:30 p.m.

Overview

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1:30 p.m. – 4:30 p.m.

Behavioral Finance

Blumetti Classroom 2200

Kelly Shue, *Professor of Finance*

Friday, June 14th

8:30 a.m. – 9:00 a.m.

Continental Breakfast

Outside Blumetti Classroom 2200

9:00 a.m. – 9:30 a.m.

Overview and Feedback Survey

Blumetti Classroom 2200

At this time, we will go over the details of the final presentation. Please bring a laptop, tablet, or mobile device with you to the classroom to complete the GNW feedback survey.

9:30 a.m. – 1:00 p.m.

Presentation Prep

Breakout rooms (**Note- you have until 1:00 p.m. to finish your presentations**)

11:30a.m. – 1:00 p.m.

Lunch

Charley's Place (Note- lunch will be available starting at 11:30am)

Ambassadors 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.



11:30 a.m. – 1:00 p.m.

MAM Information Table

Table Outside of Charley's Place (across from McNay Café)

MAM Admissions staff will be available to answer questions and hand out program brochures.

1:15 p.m. – 3:30 p.m.

Final Presentations, Certificate Ceremony, and Farewell

Blumetti Classroom 2200

END OF PROGRAM