

# The Stern Advantage Program 2009 (June 8 - July 2)\*

\*Schedule subject to change



	Morning Session, 9am - 12pm	Lunch Break, 12-1pm	Afternoon Session, 1-4pm	Evening Session (5 p.m.)	
Week #1	Monday June 8	Check in and Welcome Breakfast (8:30-8:45am), Orientation, IDs, IT Overview (8:45am-12:30pm) - <b>KMC 5-50</b>	<b>Lunch - KMC 5-50 (12:30-1:30pm)</b>	<b>Management Session 1 (*2-5pm):</b> Introduction; Individuals and Decision-Making <i>Professor Mazzaresse</i>	
	Tuesday June 9	<b>Management Session 2:</b> Understanding Teams and Work Groups 1 <i>Professor Mazzaresse</i>	Lunch on OWN	<b>Management Session 3:</b> Understanding Teams and Work Groups 2 <i>Professor Mazzaresse</i>	
	Wednesday June 10	<b>Management Session 4:</b> The 21st Century Organization <i>Professor Mazzaresse</i>	Lunch on OWN	<b>Free Afternoon</b>	
	Thursday June 11	<b>Management Session 5:</b> Managing Diversity <i>Professor Mazzaresse</i>	Lunch on OWN	<b>Finance Basics Session 1:</b> Overview of Financial Securities and Markets <i>Professor Chopra</i>	<i>To be scheduled: Broadway Event</i>
	Friday June 12	<b>Management Session 6:</b> Environments: Managing Across Boundaries <i>Professor Mazzaresse</i>	Lunch on OWN	<b>Company Visit: Credit Suisse</b> <b>TIME TBD</b>	
Week #2	Monday June 15	<b>Finance Basics Session 2:</b> The Stock Market <i>Professor Chopra</i>	Lunch on OWN	<b>Marketing Session 1:</b> What is Marketing? Consumer Behavior <i>Professor Morwitz</i>	
	Tuesday June 16	<b>Finance Basics Session 3:</b> Overview of Derivatives <i>Professor Chopra</i>	Lunch on OWN	<b>Marketing Session 2:</b> Marketing Segmentation, Targeting and Positioning <i>Professor Morwitz</i>	
	Wednesday June 17	<b>Finance Accounting Session 1:</b> Overview <i>Professor Hipscher</i>	Lunch on OWN	<b>Company Visit: PriceWaterhouseCooper</b> <b>TIME TBD</b>	<b>Alumni Panel &amp; Networking Reception</b> <b>TIME TBD</b>
	Thursday June 18	<b>Finance Accounting Session 2:</b> Accounting Information and Decision Making <i>Professor Hipscher</i>	Lunch on OWN	<b>Marketing Session 3:</b> Conducting and Using Marketing Research <i>Professor Morwitz</i>	
	Friday June 19	<b>Finance Accounting Session 3:</b> Content and Organization of Financial Statements <i>Professor Hipscher</i>		<b>L'Oreal Workshop</b> <b>TIME TBD</b>	
Week #3	Monday June 22	<b>Finance Accounting Session 4:</b> Business Transactions Analysis <i>Professor Hipscher</i>	Lunch on OWN	<b>Marketing Session 4:</b> Pricing & Psychology, Distribution & Salesforce <i>Professor Greenleaf</i>	
	Tuesday June 23	<b>Finance Accounting Session 5:</b> Content and Organization of Financial Statements <i>Professor Hipscher</i>	<b>MBA Admissions Workshop</b> <b>TIME TBD</b>	<b>Marketing Session 5:</b> Developing New & Managing Existing Products <i>Professor Greenleaf</i>	
	Wednesday June 24	<b>Finance Accounting Session 6:</b> Accrual Accounting <i>Professor Hipscher</i>	Lunch on OWN	<b>Career Exploration Workshop</b> <b>1-2:30pm</b>	
	Thursday June 25	<b>Finance Accounting Session 7:</b> Preparation of Cash Flow Statements & Review <i>Professor Hipscher</i>	Lunch on OWN	<b>Marketing Session 6:</b> Marketing Communications <i>Professor Greenleaf</i>	<b>Review Session:</b> <b>Tisch 201, 6-7:30pm</b>
	Friday June 26	Financial Accounting <b>EXAM *(10am-12pm)</b>	Lunch on OWN	<b>Free Afternoon</b>	
Week #4	Monday June 29	<b>Business Communication Session 1:</b> Structuring and Delivering Business Presentations <sup>w/T</sup> <i>Professor Wolff</i>	Lunch on OWN	<b>Business Ethics Session 1:</b> Professional Responsibility <i>Professor Buchanan</i>	
	Tuesday June 30	<b>Business Communication Session 2:</b> Persuasion and Visual Aides <i>Professor Wolff</i>	Lunch on OWN	<b>Business Ethics Session 2:</b> Ethics and the Law <i>Professor Buchanan</i>	
	Wednesday July 1	<b>PRESENTATION PREPARATION</b>		<b>Marketing Presentations *(2-4pm)</b> first 1/2	
	Thursday July 2	<b>Marketing Presentations *(10am-12pm)</b> second 1/2	<b>Farewell lunch</b> <b>KMC 5-50, 12-2pm</b>		

Unless otherwise specified, the classroom will be KMC 2-70  
KMC = Kaufman Management Center - 44 W. 4th St.