



Summer 2022 Electives

**this webinar will be recorded*

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Agenda

- Schedule and Course Information
- Important Dates
- How to Sign-Up in OLR
- Questions

SCHEDULE AND COURSE INFORMATION



Summer Electives Within Your MBA Plan

- Optional
- Limited and unique schedule
- Enrollments finalized *before* classes start
- Financial Aid is typically *not* offered; consult with Financial Aid team to arrange a strategic borrowing plan

Electives Planning Resources

- **Refer** to the Summer 2022 Elective Schedule
- **Read** Course Descriptions (hyperlinked on schedule)
 - Note any prerequisites
 - Includes course deliverables
 - Syllabi from previous semesters (if available)
- **Look up** Faculty Evaluations (also known as TIES)
- **Attend** Summer Elective Night (Friday, March 11, 6PM)
- **Meet** with your Academic Advisor
- **Check out** the EW MBA Electives website
- **Talk** to peers

Schedule and Course Information

- 16 electives will be offered this summer (16 in 2021; 17 in 2020; 19 in 2019; 15 in 2018; 7 in 2017)
- 1 elective dual listed with EMBA program (1 in 2021; 4 in 2020; 6 in 2019; 5 in 2018; 2 in 2017)
 - The EMBA Program Schedule has changed. They are not offering Summer EMBA electives beyond the GNAM course.
 - We plan to dual list a few electives with EMBA in Fall and Spring
- Back from sabbatical:
 - Scenario Planning (block week, 2 units) **ONLINE**
 - Innovation Navigation & Management (block week, 2 units) **IN PERSON**
 - The Global Manager in Europe (ESSEC Summer Module) (several weeks, 3 units, in Paris) **IN PERSON**
 - Design Sprint for Corporate Innovation (block week, 2 units, in Amsterdam) **IN PERSON**
- New this summer:
 - Strategic Management in Healthcare Organizations (online asynchronous, 3 units) **ONLINE**
 - Corporate Finance (Tuesday and Thursday evenings, 3 units) **IN PERSON**
 - Data Driven Presentations (2 Sundays, 1 unit) **IN PERSON**
- Returning Electives:
 - Pricing (Monday and Wednesday evenings, 3 units) **IN PERSON**
 - Designing Financial Models That Work (Saturday mornings, 1 unit) **ONLINE**
 - Financial Statement Modeling (Saturday afternoons, 1 unit) **ONLINE**
 - Entrepreneurial Strategy (block week, 2 units) **ONLINE**
 - Gender, Equity, and Leadership in the 21st Century (dual listed with EMBA, block week, 2 units) **ONLINE**
 - Negotiations and Conflict Resolution (block week, 2 units) **IN PERSON**
 - Digital Transformation (block week, 2 units) **IN PERSON**
 - Turnarounds (block week, 2 units) **ONLINE**
 - GNAM Global Network Week (block week, 2 units) **ONLINE**

Course Capsules – EMBA Dual Listed

Gender, Equity, and Leadership in the 21st Century – Laura Kray is reprising this course as Haas' GNAM EMBA Global Network Week. The class will include both Haas students as well as GNAM EMBA students. Growing scientific evidence has emerged to understand why women's and men's career paths continue to diverge in the modern workplace in both predictable and surprising ways. This module will examine the state of gender equality, identify the unique approaches that women use to solve problems, and identify the leadership tools women need to achieve their highest potential. Prospective students in the past have wondered if it's just applicable to or useful for women students. ***The emphatic answer is no.*** Online.

Course Capsules – EW Only (1)

Other Intensive Week Classes

Negotiations and Conflict Resolution – with Holly Schroth. A longstanding feature of our Summer Elective Schedule and also a Prime Elective. The objective of this course is to improve negotiation skills and to increase the ability to resolve conflicts with different types of people in a multitude of situations. The course focuses on the practical application of different negotiation strategies and tactics as well as the social psychological principles and theory that help explain why certain tactics are more effective under some circumstances than others. ***We historically offer this class every semester (fall, spring & summer). We expect it will be offered in Fall and Spring in a 3-unit format. Note that the Summer version of Negotiations = 2 units vs. 3 units in Fall and Spring.***

Turnarounds – with Peter Goodson. A one week course designed to introduce the student to the world of operational and strategic turnarounds of troubled and underperforming businesses. The intent is to focus on the leadership practices that work in fixing flawed enterprises. The scope of distress will range from rescuing businesses in the grasp of a death spiral to breathing fresh air into sound, but underperforming, enterprises in order to create value. ***This is an extremely intensive course with considerable pre-work that begins 6 weeks before the class starts. Given the workload, the EW MBA Program Office recommends that students taking Turnarounds don't take another Intensive week class the week before or the week after Turnarounds.*** Online

Course Capsules – EW Only (2)

Other Intensive Week Classes

Innovation Navigation and Management – with Angèle Beausoleil. This course combines light theory with deep practical understanding of how business innovation really happens. Students will gain knowledge of the evolving customer-centered innovation methods inside corporations, creative agencies and professional services firms. The ultimate goal is to understand how first to navigate, then manage the messy and uncertain process of corporate innovation.

Digital Transformation – with Greg La Blanc. This class focuses on the managerial and organizational changes that are making possible the transition of every company from product to service, from hardware to software, from single sided company to multisided platform. Topics will include: Data Strategy, Data Architecture, Cloud Strategy, and Platform Strategy, among others. The course will combine lectures with industry leader guest speakers. A final group project will be presented one week after the completion of the class.

Entrepreneurial Strategy – with Abhishek Nagaraj. This course provides an integrated strategy playbook for early-stage startups. It covers four choices that make up any individual startup play and four playbooks that define generic go-to market strategies for innovative startups. Learning the concepts will transform you from someone with a vague understanding of the “how tos” of startups to a master of strategic playbooks in a startup environment. Online

Course Capsules – EW Only (3)

Other Intensive Week Classes

Scenario Planning and Futures Thinking – with David Evan Harris and Whitney Hischer. This course presents a survey of tools, methods and approaches to scenario planning and futures thinking, drawn in large part from the work of the Institute for the Future (IFTF), an independent nonprofit research institute headquartered in Palo Alto. Founded in 1968 as a spinoff of the RAND Corporation, IFTF is known in the field of futures thinking as one of the few institutions to outlive its own forecasts. IFTF considers itself to be “methodologically agnostic,” using a variety of strategies to approach the field of futures thinking. IFTF brings foresight to leaders in government, business and the nonprofit sector to catalyze insights which lead to strategically informed action. Online.

Course Capsules – EW Only (4)

Other Non-Intensive Week Classes

Designing Financial Models That Work – with Jenny Herbert Creek. A **Saturday morning** elective, the course will focus on creating clear, easy-to-follow financial models for many business situations, including pricing models, start up models, simple valuation models and more. We will leverage Excel tools to enhance our models, including efficiency tools (keyboard shortcuts), data analysis tools (pivot tables), sensitivity analysis tools (data tables) and data visualization features (pivot charts and conditional formatting). Online

Financial Statement Modeling for Finance Careers – with Jenny Herbert Creek. A **Saturday afternoon** elective, Financial statement modeling refers to taking historical financial statements for a specific company, projecting those statements two to five years into the future, and using the resulting projections for valuation and insight into the potential for transactions such as a strategic merger, an initial public offering, a leveraged recapitalization, or a leveraged buyout. Online

Data-Driven Presentations: Making the Business Case – with Alison Bloomfield Meyer. A **Sunday 1-unit** elective, this class allows you to practice structural skills in persuasive communications using hands-on exercises, peer review and feedback. The goal is to curate content to develop the right narrative and key points to influence others to take action. You will learn how to articulate business needs, balance data and analytical content with narrative and emotional content and concisely deliver a message with a strong call to action.

Course Capsules – EW Only (5)

Other Non-Intensive Week Classes

Pricing – with Wasim Azhar. A ***Monday and Wednesday evening*** elective. The course is primarily intended for managers and consultants who in their careers will be involved in evaluating, formulating, implementing and/or recommending pricing policies, strategies and tactics within the context of integrated business strategies. A Prime Elective.

Corporate Finance – with Sumon Mazumdar. A ***Tuesday and Thursday evening*** elective. The course offers a deeper understanding of key finance principles and valuation methods. Most importantly, this class will provide insights into the strategic rationale behind firms' key financial decisions, such as which projects to invest in and how to finance that investment. Industry guest speakers will be brought in to provide first-hand access into the strategic executive decision making process. Both a Prime Elective and a Finance Group Gateway Elective.

Course Capsules – Partnership & Travel

Partnership

Strategic Management in Healthcare Organizations – this is an *asynchronous, online* course taught in partnership with the School of Public Health. Please note the unusual schedule – June 27 to August 14. Since it's asynchronous, there is ample scope to work at your own speed within the time frame of the class. The course is intended to enable students with the essential skills and techniques to lead strategic change within a healthcare organization at a division, department, or enterprise level. The course description includes an intro video from the instructors and a draft syllabus. One of the three [courses required for the School of Public Health's Graduate Certificate in Health Management](#). Online

Travel

Design Sprint for Corporate Innovation – with Sam Ha. The purpose of this course is to provide students with an interactive, highly dynamic and deeply engaging approach to leading innovation. They will learn a structured approach to a business challenge that combines best of breed of design thinking, innovation strategy, and entrepreneurship. The course will take place at THINK School of Creative Leadership in Amsterdam. The class will focus on one client and business issue. Before departure, the students will research the topic and while at THINK, they will connect several times with the client.

The Global Manager in Europe (ESSEC Summer Module) -- This 3-week intensive program takes place at the ESSEC Business School in Paris, France, and is designed for MBA students interested in business in Europe, intercultural relations and management practices in Europe. The main objective of the program is to put together a select group of highly motivated international students and allow them to learn not only about current management issues in Europe from an academic and professional point of view, but also about some of the expertise of France and ESSEC. Travel for this course must be approved by Central Campus Risk Assessment.

Course Capsules – GNAM Global Network Week

- June 13-17, 2022
- Classes taught by GNAM Partners
- Chance to network with global business students
- Enrollment by Application
 - Google Form and details will be emailed out by the Program Office
 - Application open through March 31
- All courses taught online (pay attention to time zones!)
- All courses are 2 units graded on a Satisfactory/Unsatisfactory grading scale
- Units count as non-Haas units

IMPORTANT DATES



Important Dates

Bidding (1 Round)

- Starts March 14
- Ends March 18

Add/Drop (2 Rounds)

- Round 1: Starts March 18
- Round 1: Ends March 24
- Round 2: Starts April 25
- Round 2: Ends April 29

Drops Only

- Starts April 29
- Ends May 2

- **No drops allowed after Drops Only round ends**
- **Refer to the Registration Timeline for ALL important dates and deadlines**

HOW TO SIGN-UP IN OLR



How to Enroll in OLR

- Verify your ability to sign into OLR before March 14
 - If you're overseas, verify upon arrival at your destination
 - Inform the Program Office immediately if you have any problems logging on
- The Summer 2022 OLR process opens on March 14
- Bidding
 - Class of 2022 = 3000 bid points
 - Class of 2023 = 3000 bid points
 - Class of 2024 = 1000 bid points
 - The following courses filled during Bidding in Summer 2021:
 - EW252: Negotiations
 - EW236G: Designing Financial Models That Work
- Add/Drop
 - A waitlist is built when we process the round
 - Priority based on seniority in the program: 2022 > 2023 > 2024
 - Waitlist position within a class assigned by random number lottery

QUESTIONS

