

Leading the Strategic Enterprise
Certificate in Executive Management (Module 3)

	Day 1	Day 2	Day 3
Morning	8:30 – 11:45 Design Thinking	8:30 – 11:45 Strategic Foresight	8:30 – 10:00 Thinking Strategically 10:15 – 11:45 The Challenges of Implementing Strategy
Afternoon	1:00 – 5:00 Marketing for Managers	1:00 – 5:00 Strategic Foresight (continued)	1:00 – 2:00 Business Strategy Game –Introduction 2:00 – 4:15 Year 11 Decisions due (practice round): 4:30 p.m.
Evening	6:15 – 8:15 Innovation <i>Krathwohl</i>		4:30 – 5:00 Practice Round Debrief