

Leading the Strategic Enterprise

Certificate in Executive Management (Module 3)

	Day 1	Day 2	Day 3
Morning	8:30 – 11:45 Strategic Foresight	8:30 – 11:45 Design Thinking	8:30 – 12:30 Marketing for Managers
Afternoon	1:00 – 5:00 Strategic Foresight (<i>continued</i>)	1:00 – 5:00 Thinking Strategically: The Challenges of Implementing Strategy	1:30 – 3:00 Leadership in a Digital Marketing Age 3:15 – 5:15 Leading with Empathy
Evening	6:15 – 8:15 Enhanced Ethical Decision Making – Part 1		

Revised: 08/08/18