# 2010 SDGC Summer Executive Program

## August 16 – 20, 2010

### Sustainable Enterprise Development and Global Competitiveness

## Schedule

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<tr>
<th>Time</th>
<th>Topic</th>
<th>Instructor</th>
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<td><strong>August 16, 9:00 am - 9:15 am</strong></td>
<td>Welcome Speech : Leadership for Global Competitiveness</td>
<td>James O. Leckie, Professor of Environmental Engineering, Director, SDGC Center, Stanford University</td>
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| **August 16, 9:15 am - 9:40 am** | Program Introduction :  
  - Global Competitiveness after Financial Crisis  
  - Enterprise Global Strategy during Critical Time  
  - Leadership and Execution for Organizational Changes  
  - Silicon Valley Co-competition and Innovation Driven Growth Strategy  
  - Case: Disney’s Strategy on Innovation and Global Business | Jie Wang, Consulting Associate Professor, Department of Civil & Environmental Engineering, Stanford University |
| Coffee Break 9:40 am – 10:00 am |                                                                        |                                                                           |
| **August 16, 10:00 am -12:00 pm** | Global Competitiveness after Financial Crisis  
  - Old Model for Global Competitiveness  
  - New Model for Sustainable Development and Global Competitiveness | Steven Cohen, Professor of Regional Planning, College of Environmental Design, UC Berkeley |
| **August 16, 12:00 pm- 12:30 pm** | Group Photo                                                             | Stanford Staff                                                            |
| **August 16, 12:30 pm – 2:00 pm** | Lunch                                                                  |                                                                           |
| **August 16, 2:00 pm – 3:00 pm** | Global Competitiveness after Financial Crisis  
  - Old Model for Global Competitiveness  
  - New Model for Sustainable Development and Global Competitiveness | Steven Cohen, Professor of Regional Planning, UC Berkeley                |
| Coffee Break 3:00 pm – 3:40 pm |                                                                        |                                                                           |
| **August 16, 3:40 pm - 5:00 pm** | Global Competitiveness after Financial Crisis  
  - Old Model for Global Competitiveness | Steven Cohen, Professor of Regional Planning, UC Berkeley                |
## Competitiveness
- New Model for Sustainable Development and Global Competitiveness

### August 16, 5:00 pm - 5:30 pm
**Summary of Today’s Topics and Discussions**
Participants, and Jie Wang, Stanford University

### August 16, 6:00 pm - 9:00 pm
**Welcome Reception and Dinner**
Stanford SDGC Team

### August 17, 9:00 am - 10:20 am
**Enterprise Global Strategy during Critical Time**
Seungjin Whang, Professor of Operations, Information, and Technology, School of Business, Stanford University

Coffee Break 10:20 am - 10:30am

### August 17, 10:30am - 12:00 pm
**Enterprise Global Strategy during Critical Time; Corporate Social Responsibility, Environmental Responsibility and Resource Allocation Efficiencies**
Seungjin Whang, Stanford University

### August 17, 12:00 pm - 2:00 pm
**Lunch**

### August 17, 2:00 pm - 3:20 pm
**Enterprise Global Strategy during Critical Time**
Seungjin Whang, Stanford University

Coffee Break 3:20 pm - 3:40 pm

### August 17, 3:40 pm - 5:00 pm
**Enterprise Global Strategy during Critical Time**
Seungjin Whang, Stanford University

### August 17, 5:00 pm - 5:30 pm
**Summary of Today’s Topic and Discussions**
Participants, and Jie Wang, Stanford University

### August 18, 9:00 am - 1:30 pm
**Visit Cisco**
Jie Wang and Cisco Executives

### August 18, Afternoon
**Visit HP**
Jie Wang, and Executives from HP

### August 18, Afternoon
**Summary of Today’s Topic and Discussions**
Participants, and Jie Wang, Stanford University

### August 18, 7:00 pm - 9:00 pm
**Exploring Business Opportunities and Networking with Chinese Entrepreneurs at Silicon Valley**
Chinese Entrepreneurs and SDGC Team

### August 19, 9:00 am - 10:20 am
**Leadership and Execution for Organizational Changes, Sustainable Knowledge Resources**
Jerry Porras, Stanford Professor Emeritus, and the Co-author of “Built to Last”

Coffee Break 10:20 am – 10:40 am

### August 19 10:40 am – 12:00 pm
**Leadership and Execution for Organizational Changes**
Jerry Porras, Stanford Business School Professor Emeritus, and the Co-author of “Built to Last”

### August 19, 12:10 pm - 2:00 pm
**Lunch**

### August 19, 2:00 pm - 3:20 pm
**Leadership and Execution for Organizational Changes**
Jerry Porras, Stanford Business School Professor Emeritus, and the Co-author of “Built to Last”

Coffee Break 3:20 pm - 3:40 pm

### August 19, 3:40 pm - 5:00 pm
**Leadership and Execution for Organizational Changes**
Jerry Porras, Stanford Business School Professor Emeritus, and the Co-author of “Built to Last”

### August 19, 5:00 pm - 5:30 pm
**Summary of Today’s Topics and Discussions**
Participants, and Jie Wang,
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<td>Disney Engineering Executives and Jie Wang</td>
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| **August 20, 2:00pm – 4:00 pm** | 1. Silicon Valley Business Eco-system and Co-competition: A Deep Case Study  
| **August 20, 4:30 pm to 5:30 pm** | Future Collaborations with Stanford SDGC  
1. Summary: building critical leadership for global business  
2. Strategic partner presentations  
3. Introduction of new activities from the SDGC Center | 1. Representatives from Strategic Affiliates  
2. Researchers from SDGC |
| **August 20, 7:00 pm to 9:00 pm** | Farewell Dinner and Certificate Award | Stanford SDGC Team |