



Digital Business, Marketing, and Sales Innovation Program

Day One: Disruptive Innovation

Schedule and Timing	Description	Location
7:00 AM	Bus Pick Up: Hotel to SCU	
7:00 AM - 8:00 AM	Breakfast	Lucas Hall
8:00 AM– 9:30 AM Program launch	Program Kickoff and Welcome/Orientation to the program/Campus tour	Lucas Hall & Campus Tour
9:30 AM – 11:00 AM Facilitator:	Disruptive Innovation <ul style="list-style-type: none">• When is innovation truly disruptive?• Strategic and Organizational Implications	Lucas Hall
11:00 AM - 11:30 AM	BREAK	Lucas Hall
11:30 AM- 1:00 PM Facilitator:	Disruptive Innovation Simulation	Lucas Hall
1:00 PM - 2:00 PM	Lunch provided No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues.	Lucas Hall
2:00 PM- 3:00 PM Facilitator:	Simulation Debrief	Lucas Hall
3:00 PM - 3:30 PM	BREAK	Lucas Hall
3:30 PM 5:00 PM Facilitator:	Digital Transformation: How digital transformation Drives Value Strategies for Competing in a Digital World <ul style="list-style-type: none">- opportunities and threats emerging from digital transformation- how digital transformation shapes:<ul style="list-style-type: none">○ strategic decision making (via advanced analytics); connectivity; innovation activities- the digital mindset- how to create and capture value throughout the value chain using digital technologies	Lucas Hall
5:30 PM - 7:00 PM	WELCOME RECEPTION Enjoy hors d'oeuvres and a glass of wine with colleagues	Adobe Lodge
7:00 PM	Bus Pick Up: SCU to Hotel	



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Day Two: Digital Business Transformation

Schedule and Timing	Description	Location
7:00 AM	Bus Pick Up: Hotel to SCU	
7:30 AM - 8:30 AM	Breakfast	Lucas Hall
8:30 AM - 10 AM Facilitator:	Innovator's DNA and the Entrepreneur Mindset	Lucas Hall
10 AM - 10:30 AM	BREAK	Lucas Hall
10:30 AM - 12:00 PM Facilitator:	Emerging Disruptions: Artificial Intelligence and Deep Learning <ul style="list-style-type: none">• What are AI, ML and DL and• What are their various business applications and implications?• Examples of implementation of DL innovations	Lucas Hall
12:00 PM - 1:00 PM	Lunch provided No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues.	Lucas Hall
1:00 PM - 1:30 PM	Travel to Company Visit Bus Pick Up: SCU to Plug and Play Tech Center	440 N Wolfe Rd, Sunnyvale CA 94085
1:30 PM - 5:30 PM	Company visit: Plug and Play Tech Center: Accelerator and ultimate innovation platform Tour and pitch presentations	
5:30 PM	Drop Off - Travel Back to Hotel	



Digital Business, Marketing, and Sales Innovation Program

Day Three: Digital Marketing

Schedule and Timing	Description	Location
7:00 AM	Bus Pick Up: Marriott Hotel to SCU	
7:30 AM - 8:30 AM	Breakfast	Lucas Hall
8:30 AM– 10:30 AM Facilitators:	The Digital Future in Marketing and Retail	Lucas Hall
10:30 AM – 10:45 AM	BREAK	Lucas Hall
10:45 AM - 12:30 PM Facilitators:	Digital Disruptions in Marketing <ul style="list-style-type: none">• New platforms in digital marketing, data, analytics, and uniqueness of reaching target demographics• Deep dive into a digital marketing campaign	Lucas Hall
12:30 PM - 1:15 PM	Lunch No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues.	Lucas Hall
1:15 PM	Travel to Company Visit Bus Pick Up: SCU to Google	803 11th Ave, Sunnyvale, CA 94089
1:15 PM - 3:15 PM	Company Visit: Google	Off Campus
3:15 PM	Bus Pick Up: Google to SAP Co-Innovation Lab	
3:45 PM - 5: 00 PM	SAP Co-Innovation Lab	Off Campus
5:00 PM	Bus Pick Up: SAP Co-Innovation Lab to Hotel	



Digital Business, Marketing, and Sales Innovation Program

Day Four: Design for Innovation and Digital Business

Schedule and Timing	Description	Location
7:00 AM	Bus Pick Up: Hotel to SCU	
7:30 AM - 8:30 AM	Breakfast	Lucas Hall
8:30 AM – 10:00 AM Facilitators:	Modern Organizational Health <ul style="list-style-type: none">How to develop a framework for organizational analysis in fast-paced settings	Lucas Hall
10:00 AM - 10:30 AM	BREAK	Lucas Hall
10:30 AM - 12:00 PM Facilitators:	CASE DISCUSSION Hyperloop Transportation Technologies: Building Breakthrough Innovations through Crowd-Powered Ecosystems	Lucas Hall
12:00 PM to 1:00 PM	Lunch provided No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues	Lucas Hall
1:00 PM- 2:30 PM Facilitators:	Leading New Organizations <ul style="list-style-type: none">Impact of the gig-economy on organizational designHow do AI and block chain relate to organizational design for innovation	Lucas Hall
2:30 PM - 3:00 PM	BREAK	Lucas Hall
3:00 PM - 5:00 PM	Applying the Methods and Tools of Design Thinking	Lucas Hall
5:00 PM	Bus Pick Up: SCU to Hotel Prepare for Dinner.	
6:30 PM	Bus Pick Up: Hotel to Corinthian Ballroom Bus will depart the Marriott at <u>6:30PM</u> to its destination.	196 N 3rd St, San Jose CA 95112
7:00 PM - 9:30 PM	GRADUATION DINNER	Corinthian Ballroom
9:30 PM	Bus Pick Up: Corinthian to Hotel Participants are welcome to explore downtown, but transportation will need to be arranged independently.	