Silicon Valley Executive Business Program presented by UCSC-Extension
Fall 2007

9/21/2007 (Fri)	9/22/2007 (Sat)	9/28/2007 (Fri)	9/29/2007 (Sat)	10/5/2007 (Fri)	10/12/2007 (Fri)	10/19/2007 (Fri)	10/26/2007 (Fri)	11/2/2007 (Fri)	
Week One - Modules	**Week One - Modules**	**Week Two - Module**	**Week Three - Modules**	**Week Three - Modules**	**Week Four - Module**	**Week Five - Module**	**Week Six - Module**	**Week Seven - Modules**	
Breakfast	Breakfast		Potluck Breakfast						
What does it take to be a successful CEO?	Business Unit Strategy		VC Pitch (Sloan)						8:30 - 10:00 a.m.
Break	Break								10:00 - 10:15
Strategic Leadership and Business Ethics	Strategic framework methodology		Project Work			Tour the Tech @ 11:00			10:15 - Noon
Lunch	Lunch					Lunch			Noon - 1:00 p.m.
A Day in the Life of a CSO	What does it take to be a successful CSO?	What does it take to be a successful CMO?		What does it take to be a successful CMO?	What does it take to be a successful CFO?	What does it take to deliver the CTO Promise?	What does it take to be a successful CTO?	What does it take to be a successful CRO?	1:00 - 2:15
Break	Break	Break		Break	Break	Break	Break	Break	2:15 - 2:25
Corporate Strategy & Planning	Program Intro to Reading material and online courses	Strategic Marketing Process		Global Marketing Strategies	Managing Corporate Financials	Tour of the Tech	Thinking Creatively	Strategic Sales and Services	2:25 - 3:50
Break	Break	Break		Break	Break	Break	Break	Break	3:50 - 4:00
Corporate Strategy	Project Team Selection and Introduction to Technology	4 P's of Marketing		Creating Competitive Advantage	Capital Structure Management	VP Engineering/CTO War Stories	Creating Innovation	Developing Value Propositions	4:30 - 5:00
									5:00-5:30 Project Work

Project Team Work

CEO - Chief Executive Officer   CSO - Chief Strategy Officer   CMO - Chief Marketing Officer   CTO - Chief Technology Officer   CPO - Chief People Officer   CFO - Chief Financial Officer   COO - Chief Operations Officer   COO - Chief Operations Officer
CRO - Chief Revenue Officer

11/3/2007 (Sat)	11/9/2007 (Fri)	11/10/2007 (Sat)	11/16/2007 (Fri)	11/17/2007 (Sat)	11/30/2007 (Fri)	12/1/2007 (Sat)	12/7/2007 (Fri)	12/8/2007 (Sat)	
Week Seven - Modules	**Week Seven - Modules**	**Week Eight - Module**	**Week Nine - Modules**	**Week Nine - Module**	**Week Ten - Modules**	**Week Ten - Modules**	**Week Eleven - Modules**	**Week Eleven - Modules**	
Breakfast		Potluck Breakfast		Potluck Breakfast		Potluck Breakfast	Breakfast	Breakfast	
VC Pitch Tips (Brenner/Beck) Project Work		What does it take to be a successful CRO?					What does it take to be a successful COO?	Program Review	8:30 - 10:00 a.m.
Break		Break		Optional Practice Pitches (Sapp)		Optional Practice Pitches (Sloan)	Break	Break	10:00 - 10:15
Networking Tips		Managing the Sales Force & Channel Conflict					Execution Pulling it all together!	Project Presentations	10:15 - Noon
		Lunch					Lunch	Break	Noon - 1:00 p.m.
	What does it take to be a successful CPO?		What does it take to be a successful CFO?		What does it take to be a successful CTO?			Celebration Lunch	1:00 - 2:15
	Break		Break		Break				2:15 - 2:25
	How the VP HR helps each functional head	Practice Pitches	Balance Sheets, Income Statements, and Cash Flow		War Stories from the Trenches		Wrap-up	**Program End**	2:25 - 3:50
	Break		Break		Break				3:50 - 4:00
	How does the VP HR help the rest of the organization?		Predictability Tools and Techniques		War Stories from the Trenches				4:30 - 5:00
									5:00-5:30 Project Work

Project Team Work