

**GRADUATE MANAGEMENT ADMISSION COUNCIL®**  
**2008 MBA LEADERSHIP CONFERENCE**  
COSPONSORED BY GMAC® AND MBA ROUNDTABLE  
***Educate: Influence and Access***

**Four Seasons Hotel**  
**Austin, Texas**  
**January 30–February 2, 2008**

**AGENDA**

**Wednesday, January 30**

4:30–8:00 p.m.	Registration
5:00–7:00 p.m.	Optional Workshop for New MBA Program Directors: Everything You Need to Know But Are Afraid to Ask!
7:00–9:00 p.m.	Welcome Reception

**Thursday, January 31**

7:15–8:15 a.m.	Registration
7:30–8:15 a.m.	Breakfast
8:30–8:45 a.m.	Conference Introduction
8:45–10:00 a.m.	General Session Open Wins: Building a Competitive Advantage in Graduate Management Education Scott McNealy, CEO, Sun Microsystems
10:30 a.m. – Noon	Concurrent Sessions I <ul style="list-style-type: none"><li>• How Relevant is the MBA: Assessing the Alignment of MBA Curricula and Managerial Competencies</li><li>• Life Happens: Recognizing Students in Distress</li><li>• Peripheral Vision: An Application of Critical Thinking</li><li>• Strategic Use of Virtual Worlds for MBA Program Delivery</li></ul>
Noon–1:00 p.m.	Luncheon
1:15–2:45 p.m.	Concurrent Sessions II <ul style="list-style-type: none"><li>• Getting Unstuck - Building Strong, Engaged Teams</li><li>• Life Happens: Recognizing Students in Distress</li><li>• Strategic Use of Virtual Worlds for MBA Program Delivery</li><li>• The Yale Integrated Curriculum: One Year Later</li></ul>
3:15–4:15 p.m.	GMAC® Town Hall Meeting
4:30–6:00 p.m.	Concurrent Sessions III <ul style="list-style-type: none"><li>• Getting Unstuck - Building Strong, Engaged Teams</li><li>• Incorporating Service Learning into Graduate Management Education</li><li>• Peripheral Vision: An Application of Critical Thinking</li><li>• Using Blended Learning Strategies for MBA Program Delivery</li></ul>
6:30–7:00 p.m.	Reception
7:00–9:00 p.m.	Dinner

**Friday, February 1**

7:30–8:30 a.m.	Breakfast
8:45 –10:00 a.m.	General Session Made to Stick: How Your ideas Can Have the Influence They Deserve Chip Heath, Professor of Organizational Behavior, Graduate School of Business, Stanford University

10:30 –11:45 a.m.	General Session Made to Stick Workshop: Putting Your Learning into Action Chip Heath, Professor of Organizational Behavior, Graduate School of Business, Stanford University
Noon –1:15 p.m.	Luncheon
1:30–3:00 p.m.	Concurrent Sessions IV <ul style="list-style-type: none"> <li>• Challenges of Delivering a Part-Time Program in a Convenience-Driven Market</li> <li>• Exploring Alternative Full-Time Curricular Approaches</li> <li>• The Power of Predictive Modeling in Making Data-Driven Decisions</li> <li>• Predicting Your Future Student Body: Characteristics, Mobility and Demand</li> </ul>
3:30–4:30 p.m.	Invest in You: Personal Enrichment Activities <ul style="list-style-type: none"> <li>• Cooking Demonstration</li> <li>• Drinks and Strategy</li> <li>• Tai Chi</li> <li>• Urban Trekking on Lady Bird Lake</li> </ul>

## **Saturday, February 2**

7:30–8:30 a.m.	Breakfast
8:45 –10:30 a.m.	General Session Influencing Without Authority: Power and Politics in the Academic Setting Louellen Essex, Leadership Development Consultant
11:00 a.m. –Noon	General Session Business Education and the Global Agenda Ángel Cabrera, President, Thunderbird, Global School of Management
Noon – 12:15 p.m.	Conference Closing

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