



**GEORGETOWN
UNIVERSITY**

CENTER FOR INTERCULTURAL
EDUCATION AND DEVELOPMENT

**Program for
General & International Management
Marketing & Sales
Human Resource Management Health Care Management**

**Washington, DC
March 14 – 19, 2022**

Day 1 Monday, March 14

- 9:00-9:15 **Full Group (77):** Orientation – Langenbacher (Full Group)
- 9:15-10:45 **Full Group (77):** Introduction to U.S. Society, Markets, and Politics
Professor Eric Langenbacher, Department of Government
- 10:45-11:00 Break
- 11:00-12:30 **Full Group (77):** Introduction to U.S. Society, Markets and Politics
Professor Eric Langenbacher, Department of Government
- 12:30 Campus Tours - *tentative*
- 1:30-3:00 Lunch
- 3:00-4:30 **General/International Managers I (24):** Introduction to the Case
Professor Nuku Ofori, McCourt School of Public Policy
- General/International Managers II (24):** Introduction to the Case
Professor Micah Jensen, McCourt School of Public Policy
- Health Care (14):** Introduction to the Case
Professor Mark Hines, McCourt School of Public Policy
- Marketing/Sales & HR Managers (15):** Introduction to the Case Professor
Andrea Mayer, Department of Government

Day 2 Tuesday, March 15

- 9:00-12:15 **Health Care Managers (14):** Health Care Reform: Past, Present, Future
Professor Judith Feder, McCourt School of Public Policy
- Marketing/Sales & HR Managers (15):** Transaction Based Growth Management Juergen Graner, Globalator
- General/ International Managers I (24):** Strategic Communication and Personal Brand

Professor Sam Potolicchio, McCourt School of Public Policy

General/ International Managers II (24): Change Management Professor Michael McDermott, McDonough School of Business

Lunch

2:00-5:00 **Health Care Managers (14):** Fostering Innovation
Professor Michael Ryan, McDonough School of Business

Marketing/Sales &HR Managers (15): Transaction Based Growth Management
Juergen Graner, Globalator

General/ International Managers I (24): Change Management
Professor Michael McDermott, McDonough School of Business

General/ International Managers II (24): Strategic Communication and Personal Brand
Professor Sam Potolicchio, McCourt School of Public Policy

Day 3 Wednesday, March 16

9:00-12:15 **Health Care Managers (14):** Comparative Public Policy: Health
Professor Eva Jarawan, Department of International Health

Marketing/Sales &HR Managers (15): Marketing and Branding Trends
Professor Charles Skuba, McDonough School of Business

General/ International Managers I (24): Seeking the Competitive Advantage: Creativity and Innovation in the 21st Century
Professor Robert Bies, McDonough School of Business

General/ International Managers II (24): Executive Negotiating Skills
Professor Douglas McCabe, McDonough School of Business

Lunch

1:00 **Site Visit – pending!**
Health Care Managers (14): *Meet at the campus main gates for transportation to site visit. Bus will return to campus after visit. Bring Photo ID.*
National Institute of Health
Dr. Christoph Kraus
9000 Center Dr, Bethesda, MD 20892

2:00-5:00 **Marketing/Sales & HR Managers (15):** Strategic Communication and Personal Brand Professor Sam Potolicchio, McCourt School of Public Policy

General/ International Managers I (24): Executive Negotiating Skills
Professor Douglas McCabe, McDonough School of Business

General/ International Managers II (24): Seeking the Competitive Advantage: Creativity and Innovation in the 21st Century

Day 4 Thursday, March 17

- 9:00-12:15 **Marketing/Sales & HR Managers (15):** The Digital Revolution: National Responses and Governance
Professor Abe Newman, Walsh School of Foreign Service
- General/ International Managers I (24):** Good Bosses, Bad Bosses Mike Mears, Leadership Speaker, Consultant and Author
- General/ International Managers II (24):** Using Power Effectively Eugene Kogan, Harvard Business School
- Site Visit - Tentative**
- 9:45 **Health Care Managers (14):** *Meet at the Red Square with Prof. Langenbacher for directions to visit. Bring Photo ID.*
Medstar Georgetown University Hospital
Claire Dejou, Clinical Nurse Manager
3800 Reservoir Road NW, Washington, DC 20007
- Lunch
- 2:00-5:00 **Health Care, Marketing/Sales & HR Managers (29):** Good Bosses, Bad Bosses Mike Mears, Leadership Speaker, Consultant and Author
- General/ International Managers I (24):** Using Power Effectively Eugene Kogan, Harvard Business School
- General/ International Managers II (24):** The Digital Revolution: National Responses and Governance
Professor Abe Newman, Walsh School of Foreign Service
- 6:00 Economic Forum and Reception at Austrian Embassy – **pending!**
Organized by the Austrian Embassy in Washington and the AWC (Außenwirtschaftscenter) Washington
3524 International Ct NW, Washington, DC 20008

Day 5 Friday, March 18

9:00-12:15 **Health Care Managers (14):** Canadian Health System: Perspectives and Challenges
Joseph Mapa, Schulich School of Business

Marketing/Sales & HR Managers (15): Seeking the Competitive Advantage: Creativity and Innovation in the 21st Century
Professor Robert Bies, McDonough School of Business

General/ International Managers I & II (48): Applied Corporate Social Responsibility Professor Jose-Luis Guerrero, McDonough School of Business

Afternoon Final Preparation for the Case

Day 6 Saturday, March 19

9:00-12:00 **General/International Managers (24):** Case Presentations
Professor Nuku Ofori, McCourt School of Public Policy
General/International Managers (24): Introduction to the Case
Professor Micah Jensen, McCourt School of Public Policy

Health Care Marketing/Sales & HR Managers (29): Case Presentations Professor Mark Hines & Professor Andrea Mayer

12:00-1:00 **Full Group:** Presentation of Certificates