

**NYU****LEONARD N. STERN  
SCHOOL OF BUSINESS**

**Strategy for Executives:  
Creating and Capturing Value in a Competitive Environment  
September 27 - 28, 2018**

**Classroom: Tisch 415 | Mealspace: Tisch 413**

<b>Thursday, September 27</b>	<b>Friday, September 28</b>
<b>Breakfast 8:30 - 9:00am</b>	<b>Breakfast 8:30 - 9:00am</b>
<b>Value Creation and Capture  Professor Eggers 9:00 - 10:30am</b>	<b>Business Models  Professor Eggers 9:00 - 10:30am</b>
<b>Morning Break 10:30 - 10:45am</b>	<b>Morning Break 10:30 - 10:45am</b>
<b>Value Creation and Capture  Professor Eggers 10:45am - 12:15pm</b>	<b>First Principles  Professor Eggers 10:45am - 12:15pm</b>
<b>Lunch Break 12:15 - 1:15pm</b>	<b>Lunch Break 12:15 - 1:15pm</b>
<b>Business Models  Professor Eggers 1:15 - 2:45pm</b>	<b>First Principles  Professor Eggers 1:15 - 2:45pm</b>
<b>Afternoon Break 2:45 - 3:00pm</b>	<b>Afternoon Break 2:45 - 3:00pm</b>
<b>Business Models  Professor Eggers 3:00 - 4:30pm</b>	<b>First Principles  Professor Eggers 3:00 - 4:30pm</b>
<b>Happy Hour 4:30 - 5:30pm</b>	<b>Program Conclusion and Evaluation 4:30 - 5:00pm</b>