



**GEORGETOWN
UNIVERSITY**

CENTER FOR INTERCULTURAL
EDUCATION AND DEVELOPMENT

**Program for
General & International Management
Marketing & Sales
Human Resource Management
Public Management
Health Care Management and
Project Management
Washington, DC
March 11 – 16, 2019**

Day 1 Monday, March 11

- 9:00-9:15 **Full Group:** Orientation & MC Test – Langenbacher (Full Group)
Lohrfink Auditorium, Rafik B. Hariri Building – 2nd Level
- 9:15-10:45 **Full Group:** Introduction to U.S. Society, Markets, and Politics
Professor Eric Langenbacher, Department of Government
Lohrfink Auditorium, Rafik B. Hariri Building – 2nd Level
- 10:45-11:00 Coffee Break
Lohrfink Auditorium Lobby, Rafik B. Hariri Building – 2nd Level
- 11:00-12:30 **Full Group:** Introduction to U.S. Society, Markets and Politics
Professor Eric Langenbacher, Department of Government
Lohrfink Auditorium, Rafik B. Hariri Building – 2nd Level
- 12:30-2:30 Lunch
- 2:30-4:00 **General/International Managers:** Introduction to the Case
Nuku Ofori, McCourt School of Public Policy
Herman Meeting Room, Healey Family Student Center – Main Level
- Health Care & Public Managers:** Introduction to the Case
Mark Hines, McCourt School of Public Policy
McShain Lounge Large, McCarthy Hall – Main Level
- Marketing/Sales & HR Managers:** Introduction to the Case
Andrea Mayer, Department of Government
Leavey Program Room, Leavey Center – Main Level
- Project Managers:** Introduction to the Case
Professor Micah Jensen, McCourt School of Public Policy
Multipurpose Room, Pedro Arrupe Hall – Main Level

4:00-5:00 **General/International Managers:** *Meet outside of the Healey Family Student Center*
Campus Tour with Tala Hashem, CIED Representative

Health Care & Public Managers: *Meet outside of McCarthy Hall*
Campus Tour with Tala Hashem, CIED Representative

Marketing/Sales, & HR Managers: *Meet inside Leavey Program Room*
Campus Tour with Consuelo Correa, CIED Representative

Project Managers: *Meet inside Multipurpose Room*
Campus Tour with Michael Turk, CIED Representative

5:00-6:00 **Full Group:** Opening Reception
Copley Formal Lounge, Copley Hall – Main Level

Day 2 Tuesday, March 12

8:30-8:45 **Public & Health Care Managers:** A-ha Moments 1 & MC Test – Werz (Public),
MC Test – Feder (Health)
Copley Formal Lounge, Copley Hall – Main Level

9:00-12:15 **Health Care Managers:** Health Care Reform: Past, Present, Future
Judith Feder, McCourt School of Public Policy
(Includes Coffee Break)
Herman Meeting Room, Healey Family Student Center – Main Level

Public Managers: Transatlantic Public Policy Today
Michael Werz, Center for American Progress
(Includes Coffee Break)
McShain Lounge Large, McCarthy Hall – Main Level

9:00-9:15 **Project & Marketing/Sales, & HR, General/ International Managers:** A-ha Moments
Copley Formal Lounge, Copley Hall – Main Level

9:30-12:45 **Project & Marketing/Sales Managers:** Transaction Based Growth Management
Juergen Graner, Globalator
(Includes Coffee Break)
Leavey Program Room, Leavey Center – Main Level

General/ International & HR Managers: Strategic Communication and Personal Brand
Sam Potolicchio, McCourt School of Public Policy
(Includes Coffee Break)
Copley Formal Lounge, Copley Hall – Main Level

Lunch

2:00-5:00 **Project & Marketing/Sales Managers:** Transaction Based Growth Management
Juergen Graner, Globalator
(Includes Coffee Break)
Leavey Program Room, Leavey Center – Main Level

Public Managers: Best Practice for Public Management
Professor Lynn Ross, McCourt School of Public Policy
(Includes Coffee Break)
270 Boardroom, Intercultural Center (ICC) – 2nd Level

Health Care Managers: Fostering Innovation
Professor Michael Ryan, McDonough School of Business
(Includes Coffee Break)
Herman Meeting Room, Healey Family Student Center – Main Level

General/International & HR Managers: Change Management
Michael McDermott, McDonough School of Business
(Includes Coffee Break)
McShain Lounge Large, McCarthy Hall – Main Level

Day 3 Wednesday, March 13

8:30-8:45 **Public & Project, & Health Care Managers: A-ha Moments & MC Test – Jarawan (Health)**
Copley Formal Lounge, Copley Hall – Main Level

9:00-12:15 **Public & Project Managers: Executive Negotiating Skills**
Professor Douglas McCabe, McDonough School of Business
(Includes Coffee Break)
McShain Lounge Large, McCarthy Hall – Main Level

Health Care Managers: Comparative Public Policy: Health
Eva Jarawan, Department of International Health
(Includes Coffee Break)
Multipurpose Room, Pedro Arrupe Hall – Main Level

9:00-9:15 **General/International & Marketing/Sales & HR Managers: A-ha Moments & MC Test – Bies (General, International & HR), MC Test – Skuba (Marketing, Sales)**
Copley Formal Lounge, Copley Hall – Main Level

9:30-12:45 **General/International & HR Managers: Seeking the Competitive Advantage: Creativity and Innovation in the 21st Century**
Professor Robert Bies, McDonough School of Business
(Includes Coffee Break)
Copley Formal Lounge, Copley Hall – Main Level

Marketing/Sales Managers: Marketing and Branding Trends
Professor Charles Skuba, McDonough School of Business
(Includes Coffee Break)
Leavey Program Room, Leavey Center – Main Level

Lunch

12:15 **Site Visit**
Health Care Managers: Meet at the campus main gates for transportation to site visit. Bus will return to campus after visit.
National Institute of Health
Dr. Christoph Kraus
9000 Center Dr, Bethesda, MD 20892

12:30 **Lunch & Site Visit**
Project Managers: Meet at the campus main gates for transportation to lunch and site visit. Bus will return to campus after visit.
Lunch
700 L'Enfant Plaza SW, Washington, DC 20024
US Department of Energy, Office of Project Management
1000 Independence Ave SW, Washington, DC 20585

2:00-5:00 **General/International & Marketing/Sales, & HR Managers:** Executive Negotiating Skills
Professor Douglas McCabe, McDonough School of Business
(Includes Coffee Break)
Copley Formal Lounge, Copley Hall – Main Level

Public Managers: The Digital Revolution: National Responses and Governance
Professor Abe Newman, Walsh School of Foreign Service
(Includes Coffee Break)
Multipurpose Room, Pedro Arrupe Hall – Main Level

Day 4 Thursday, March 14

8:30-8:45 **Public & Project Managers:** A-ha Moments & MC Test – Breul (Public),
MC Test – Rose (Project)
Copley Formal Lounge, Copley Hall – Main Level

9:00-12:15 **Public Managers:** Accountability and Performance in the U.S. Government
Jonathan Breul, McCourt School of Public Policy
(Includes Coffee Break)
McShain Lounge Large, McCarthy Hall – Main Level

Project Managers: Strategy and Turnaround for Project Managers
Randy Rose, PricewaterhouseCoopers
(Includes Coffee Break)
Herman Meeting Room, Healey Family Student Center – Main Level

9:00-9:15 **General/International & Marketing/Sales, & HR, & Health Care Managers:**
A-ha Moments & MC Test – Mears (General & International, Marketing, Sales & HR)
Copley Formal Lounge, Copley Hall – Main Level

9:30-12:45 **General/International & Marketing/Sales, & HR Managers:** Good Bosses, Bad Bosses
Mike Mears, Leadership Speaker, Consultant and Author
(Includes Coffee Break)
Copley Formal Lounge, Copley Hall – Main Level

Site Visit

9:45 **Health Care Managers:** Meet at the Red Square with Prof. Langenbacher for directions to visit
Medstar Georgetown University Hospital
Claire Dejou, Clinical Nurse Manager
3800 Reservoir Road NW, Washington, DC 20007

Lunch

2:00-5:00 **General/International & Marketing/Sales, & HR Managers:** The Digital Revolution: National
Responses and Governance
Professor Abe Newman, Walsh School of Foreign Service
(Includes Coffee Break)
Copley Formal Lounge, Copley Hall – Main Level
Public & Health Care Managers: Good Bosses, Bad Bosses
Mike Mears, Leadership Speaker, Consultant and Author
(Includes Coffee Break)
McShain Lounge Large, McCarthy Hall – Main Level

Project Managers: Strategy and Turnaround for Project Managers
Randy Rose, PricewaterhouseCoopers
(Includes Coffee Break)
Herman Meeting Room, Healey Family Student Center – Main Level

6:00 Economic Forum and Reception at Austrian Embassy
Organized by the Austrian Embassy in Washington and the AWC (Außenwirtschaftscenter)
Washington
3524 International Ct NW, Washington, DC 20008

Day 5 Friday, March 15

8:30-8:45 **Public & Health, & Project Managers:** A-ha Moments & MC Test – Mears (Project)
Copley Formal Lounge, Copley Hall – Main Level

9:00-12:15 **Health Care Managers:** Canadian Health System: Perspectives and Challenges
Joseph Mapa, Schulich School of Business
(Includes Coffee Break)
Leavey Program Room, Leavey Center – Main Level

Project Managers: Good Bosses, Bad Bosses
Mike Mears, Leadership Speaker, Consultant and Author
(Includes Coffee Break)
McShain Lounge Large, McCarthy Hall – Main Level

9:15 **Site Visit**
Public Managers: Meet at the campus main gates for transportation to site visit. Bus will return to campus after visit.
Department of State
2201 C Street NW, Washington, DC 20520

9:00-9:15 **General/International & Marketing/Sales & HR Managers:** A-ha Moments
Copley Formal Lounge, Copley Hall – Main Level

9:30-12:45 **General/International & Marketing/Sales & HR Managers:** Applied Corporate Social Responsibility
Professor Jose-Luis Guerrero, McDonough School of Business
(Includes Coffee Break)
Copley Formal Lounge, Copley Hall – Main Level

Full Group: Daily Evaluation for Friday and Final Preparation for the Case

Day 6 Saturday, March 16

9:00-12:00 **General/International Managers & Marketing/Sales & HR Managers:** Case Presentations
Nuku Ofori & Andrea Mayer
(Includes Coffee Break)
Leavey Program Room, Leavey Center – Main Level

Health Care & Public, & Project Managers: Case Presentations
Mark Hines & Professor Micah Jensen
(Includes Coffee Break)
McShain Lounge Large, McCarthy Hall – Main Level

12:00-1:30 **Full Group:** Presentation of Certificates/Reception
Copley Formal Lounge, Copley Hall – Main Level