

EMBA Consortium for Global Business Innovation

**The International Week Module at San José State University - Lucas Graduate
School of Business San José, California, U.S.A.**

**SATURDAY, SEPTEMBER 9, 2023
SCHEDULE**

| Time | Activity | Location | Contact Person |
|--------------------------|---|---|-----------------------|
| Welcome Reception | | | |
| 5:15 pm - 6:00 pm | <p>For people staying @Convention Center Inn: 20 minute walk to 50 W. San Fernando Street.</p> <p>For people staying elsewhere: Please take Uber or other transportation to 50 W. San Fernando Street.</p> | | |
| 6:00 pm - 8:30 pm | <p>Welcome Reception – Silicon Valley Capital Club 50 W. San Fernando Street, San Jose (Appetizers and wine only) Lucas College and Graduate School of Business Faculty <i>Dress code :Business Casual</i></p> | | |
| 8:30 pm - 9:00 pm | <p>Convention Center Inn guests: Walk back to the motel.</p> <p>Others – please make own arrangements.</p> | <p>Convention Center Inn & Suites - San José 475 S. Second Street, San José, CA 95113</p> | |

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**SUNDAY, SEPTEMBER 10, 2023
SCHEDULE**

| Time | Activity | Location | Contact Person |
|--------------------------------------|--|--|----------------|
| City Tour (San Francisco, CA) | | | |
| 9:00 am - 10:15 am | Drive to San Francisco, CA City Tour (3 stops) Golden Gate Bridge Chinatown Embarcadero/Fisherman's Wharf <i>(the order might change depending on the bus driver's suggested route)</i> | Pick Up @ 9:00 am: San José State University Street Turnout at the Intersection of San Antonio and South 10 th Street | |
| 10:30 am - 6:00 pm | San Francisco City Tour | | |
| 6:00 pm - 7:30 pm | Drive to San José State University, San José, CA | Pick Up @ 6:00 pm: Either Chinatown or Fisherman's Wharf Drop Off: San José State University Street Turnout at the Intersection of San Antonio and South 10 th Street | |

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**MONDAY, SEPTEMBER 11, 2023
SCHEDULE**

| Time | Activity | Location | Contact Person |
|---|---|----------|--|
| History and Culture of Silicon Valley & Decoding The Why | | | |
| 9:00 am - 10:30 am | 1st Class Meeting History & Culture of Silicon Valley | BBC 032* | Dr. Anu Basu |
| 10:30 am - 10:45 am | BREAK | | |
| 10:45 am - 12:15 pm | 2nd Class Meeting History & Culture of Silicon Valley | BBC 032 | Dr. Anu Basu |
| 12:15 pm - 1:20 pm | LUNCH | | |
| 1:30 pm – 2:30 pm | Campus Walking Tour (SJSU staff) | | |
| 2:30 pm - 4:00 pm | 3rd Class Meeting Decoding The Why | BBC 032 | Mr. Nate Andorsky |
| 4:00 pm - 4:15 pm | BREAK | | |
| 4:15 pm - 5:45 pm | 4th Class Meeting Decoding The Why | BBC 032 | Mr. Nate Andorsky |
| 5:45 pm – 6:00 pm | Free time | | |
| 6:00 pm – 7:30 pm | SVCE Event – Mr. Sabeer Bhatia (founder of Hotmail which he later sold to Microsoft, and current co-founder of ShowReel) | BBC 032 | Dr. Anu Basu Dr. Mahesh Rajan |

***Please Note: BBC 032 is on the ground floor of the Boccardo Business Building, San José State University (grid C4 on the campus map – next to Tenth Street) One Washington Square, San José, CA 95192-0162**

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**TUESDAY, SEPTEMBER 12, 2023
SCHEDULE**

| Time | Activity | Location | Contact Person |
|--|---|--|---|
| Go To Market Strategies & Venture Capital and Equity Funding for Startups | | | |
| 8:30 am to 9:00 am | Group Reflection | BBC 032 | Dr. Mahesh Rajan |
| 9:00 am - 10:30 am | 1st Class Meeting Go To Market Strategies | BBC 032 | Mr. Sudhir Kadam |
| 10:30 am - 10:45 am | BREAK | | |
| 10:45 am - 12:15 pm | 2nd Class Meeting Venture Capital and Equity Funding for Startups | BBC 032 | Mr. Sudhir Kadam |
| 12:15 pm - 1:30 pm | LUNCH | | |
| 1:30 pm – 2:30 pm | Free Time | | |
| 2:30 pm - 3:00 pm | | Company Visit Pickup and Drive to Company | |
| 3:00 pm - 5:00 pm | Jabil | | |
| 5:15 pm - 6:00 pm | | Drive to Santana Row and then SJSU | Drop Off: Santana Row San José State University Street Turnout at the Intersection of San Antonio and South 10 th Street |
| 6:00 pm – 10:00 pm | Free Time @ Santana Row | | |

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**WEDNESDAY, SEPTEMBER 13, 2023
SCHEDULE**

| Time | Activity | Location | Contact Person |
|---|---|-----------------|--|
| Growth Strategies for Companies & Walmart.Com's Positioning and Strategies | | | |
| 8:30 am - 9:00 am | Group Reflection | BBC 032 | Dr. Mahesh Rajan |
| 9:00 am - 10:30 am | 1st Class Meeting Growth Strategies for Companies | BBC 032 | Mr. Yogi Sikri |
| 10:30 am - 10:45 am | BREAK | | |
| 10:45 am - 12:15 pm | 2nd Class Meeting Growth Strategies for Companies | BBC 032 | Mr. Yogi Sikri |
| 12:30 pm - 1:30 pm | LUNCH | | |
| 1:30 pm - 3:00 pm | 3rd lass Meeting Walmart.Com's Strategies | BBC 032 | Ms. Ruta Apte and Colleagues from Walmart.Com |
| 3:00 pm - 3:15 pm | BREAK | | |
| 3:15 pm - 4:45 pm | 4th Class Meeting Walmart.Com's Strategies | BBC 032 | Ms. Ruta Apte and Colleagues from Walmart.Com |
| 5:00 pm – 10:00 pm | Free time Suggested Activity – Visit Great Mall (Milpitas) on your own | | |

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**THURSDAY, SEPTEMBER 14, 2023
SCHEDULE**

| Time | Activity | Location | Contact Person |
|---|--|-----------------|-------------------------------|
| 15 Tech Trends in 5 Years & Generative AI for Businesses | | | |
| 8:30 am - 9:00 am | Group Reflection | BBC 032 | Dr. Mahesh Rajan |
| 9:00 am - 10:30 am | 1st Class Meeting 15 Tech Trends in 5 Years | BBC 032 | Professor Ahmed Banafa |
| 10:30 am - 10:45 am | BREAK | | |
| 10:45 am - 12:15pm | 2nd Class Meeting 15 Tech Trends in 5 Years | BBC 032 | Professor Ahmed Banafa |
| 12:15pm - 1:30 pm | LUNCH | | |
| 1: 30 pm - 3:00 pm | 3rd Class Meeting Generative AI for Businesses | BBC 032 | Ms. Sudha Jamthe |
| 3:00 pm - 3:15 pm | BREAK | | |
| 3:15pm - 4:45pm | 4th Class Meeting Generative AI for Businesses | BBC 032 | Ms. Sudha Jamthe |
| 5:00 pm – 10:00 pm | Free time Suggested Activity – Visit San Pedro Square on your own | | |

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**FRIDAY, SEPTEMBER 15, 2023
SCHEDULE**

| Time | Activity | Location | Contact Person |
|---|---|----------|--|
| Plug N Play Company Visit & Leading With Heart & Farewell Dinner | | | |
| 9:00 am - 9:30 am | Drive to Plug N Play | | Dr. Mahesh Rajan Pick Up @ 9:00 am: San José State University Street Turnout at the Intersection of San Antonio and South 10th Street |
| 9:30 am - 12 noon | Plug N Play - Guided Tour & Pitches by Startups | | |
| 12:00 noon - 12:30pm | Drive to SJSU | BBC 032 | Drop Off #1: San José State University Street Turnout at the Intersection of San Antonio and South 10 th Street |
| 12:30 pm - 1:30 pm | LUNCH – Pizza or Sandwiches (either Plug N Play or BBC 032) | | |
| 1:30 pm – 2:30 pm | Free Time | | |
| 2:30 pm - 3:45 pm | 1st Class Meeting Leading With Heart | BBC 032 | Dr. John Baird |
| 3:45 pm - 4:00 pm | BREAK | | |
| 4:00 pm – 5:30 pm | 2nd Class Meeting Leading With Heart | BBC 032 | Dr. John Baird |
| 5:30 pm - 6:00 pm | Program Evaluation | BBC 032 | Dr. Mahesh Rajan |
| 6:00 pm - 10:00 pm | Farewell Dinner (with Awarding of Certificates) - BBC 032 Lucas College and Graduate School of Business Faculty | | |

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**SATURDAY, SEPTEMBER 16, 2023
SCHEDULE**

| Time | Activity | Location | Contact Person |
|-----------------|-----------------|--|-----------------------|
| FREE DAY | | | |
| | | Suggested places to visit include Monterey & Carmel, Napa Valley, Yosemite National Park, etc. Depart to your home countries. | |