

L.I.T.E. Week Schedule

Leadership Is a Team Effort
GO FOR THE GOLD!



August 18-22, 2008
Whitman School of Management
Syracuse University
Syracuse, NY

Welcome

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

- Andrew Carnegie

On behalf of the Whitman School of Management at Syracuse University we would like to thank all our MBA and MS students for coming together for a truly extraordinary learning experience. L.I.T.E. (Leadership Is a Team Effort) Week is a time to welcome new members to the Whitman community and prepare students for the academic and professional rigors of their graduate programs.

This year, we adopted an Olympic theme in honor of the 2008 Summer Olympics in Beijing. Just as great teamwork creates champions in the Olympic arena, great teamwork leads to success in the classroom as well as in the business world. Throughout L.I.T.E. Week, you'll be working in teams on a business case, “Kodak and the Digital Revolution,” and teams will be put to the test on Friday in the Whitman Case Study Challenge.

We look forward to joining you in a challenging and exciting L.I.T.E. Week. Go for the gold!

- Graduate Programs Office



Monday, August 18

Welcome to the Whitman Community

8:15-9:00 Registration and Breakfast

Main Entrance and Flaum Grand Hall

9:00-9:30 Introductions

Room 303

9:30-10:00 Syracuse University Community

Room 303

- Peter Englot, Director of Strategic Initiatives
Syracuse University

10:00-10:30 Expectations for the Week

Room 303

- Huey Hsiao, Assistant Director of Student Services
Graduate Programs Office, Whitman School

10:45-11:15 Icebreaker

11:30-12:30 Team Building Exercise

Room 303

- Todd Allen ('01 MS), Manager
International MBA Internship Program, Johnson & Johnson

12:30-2:00 Lunch with Team and 2nd Year Mentor

Marshall Street

2:00-4:00 Case Study Analysis Workshop

Room 303

- Cathy Maritan, Associate Professor of Management
Management Department, Whitman School

Tuesday, August 19

Whitman Expectations

8:30-9:00 Breakfast

Flaum Grand Hall

9:00-9:30 Policies and Procedures

Room 303

- Rick DiRubbo, Director of Student Services
Graduate Programs Office, Whitman School

9:30-10:15 Experiential Learning

Room 303

- Amy McHale, Director of Experiential Learning
Graduate Programs Office, Whitman School

10:30-11:30 Academic Integrity

Room 303

- Elet Callahan, Professor of Law and Public Policy
Management Department, Whitman School

11:30-1:00 Break

1:00-2:30 Community Expectations

Room 303

- Huey Hsiao, Assistant Director of Student Services
Graduate Programs Office, Whitman School

2:30-5:30 Case Study Challenge Team Meetings

3rd Floor Team Rooms

6:00-8:00 BBQ and Kickball (w/ iMBA)

South Campus

Wednesday, August 20

IT and Library Resources

9:00-12:00 English Language Assessment Exam
(International Students if applicable)

H.B. Crouse Hall, Gifford Auditorium

9:00-11:00 IT Resources - Group A

Ballentine Center

- Whitman IT Department

11:15-12:15 Library Resources - Group A

Ballentine Center

- [Jenna Mayotte](#), Reference Librarian & Subject Specialist
Syracuse University

12:15-1:30 Break

1:30-2:30 Library Resources - Group B

Ballentine Center

- [Jenna Mayotte](#), Reference Librarian & Subject Specialist
Syracuse University

2:45-4:45 IT Resources - Group B

Ballentine Center

- Whitman IT Department

7:30-11:00 Dinner and Movie (“Wall Street”)

Flaum Grand Hall

Thursday, August 21

Whitman Career Center

8:30-9:00 Breakfast

Flaum Grand Hall

9:00-9:45 Interviewing and Presentation Skills

9:45-10:30 Networking

10:45-11:30 Negotiating Career Fairs and Social Events

Room 303

- Steve Hoskins, Associate Director
Whitman Career Center
- Angela Petrucco, Director
Whitman Career Center

11:30-12:30 Career Related Research Tools

Room 303

- Jenna Mayotte, Reference Librarian & Subject Specialist
Syracuse University

12:30-1:30 Break

1:30-3:30 Technology and Your Career Search

Room 009

2:30-3:30 Advising (MS Students Only)

Room 306 (MS Accounting) 3rd Floor Team Room (MS Finance)

3:30-evening Case Study Challenge Team Meetings

3rd Floor Team Rooms

3:30-5:30 Case Study Challenge Office Hours

Room 303

- E. Scott Lathrop, Clinical Professor of Marketing Practice
Marketing Department, Whitman School
- Amy McHale, Director of Experiential Learning
Graduate Programs Office, Whitman School
- Jason Pattit, PhD Candidate
Marketing Department, Whitman School

Friday, August 22

Whitman Case Study Challenge

8:30-9:00 Breakfast

Flaum Grand Hall

9:00-9:30 Team Presentations

Room 303 (Team Lender) 301 (Team Flaum)

9:30-10:00 Team Presentations

Room 303 (Team Kiebach) 301 (Team Couri)

10:15-10:45 Team Presentations

Room 303 (Team D'Aniello) 301 (Team Lubin)

10:45-11:15 Team Presentations

Room 303 (Team Falcone) 301 (Team Ballentine)

11:30-1:00 Medal Round

Room 303 (Top 3 Teams with All Judges)

1:00-3:00 Lunch and Medal Ceremony

Genesee Grande Hotel

Judges (Room 303)

- J. Michael Haynie, Assistant Professor of Entrepreneurship
Entrepreneurship Department, Whitman School
- Eunhyu Lee, Associate Professor of Marketing
Marketing Department, Whitman School
- Amy McHale, Director of Experiential Learning
Graduate Programs Office, Whitman School

Judges (Room 301)

- Tim Kindler, Director of Strategic Resources
Consumer Digital Group, Eastman Kodak Company
- E. Scott Lathrop, Clinical Professor of Marketing Practice
Marketing Department, Whitman School
- Ravi Shukla, Associate Professor of Finance
Finance Department, Whitman School

Notes

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SYRACUSE UNIVERSITY