

WEEK 1: CORE CURRICULUM

**SATURDAY,
APRIL 4**

12:45–2pm

Registration, Lunch &
Introduction

2–3:30pm

Critical Thinking &
Argumentation
Giovanni Gavetti

3:45–7pm

Business Analytics
I & II
Laurens Debo

**SUNDAY,
APRIL 5**

1–2:30pm

Business Analytics
III & IV
Laurens Debo

2:45–4:45pm

Marketing Strategy,
Segmentation & Targeting
Eesha Sharma

4:45–7pm

Dinner/Group Work
& Idea Generation
Exercise
Steve Kahl

WEEK 2: ABLE CONCENTRATION

**SUNDAY,
APRIL 19**

1–2:30pm

Entrepreneurial
Strategy
Ron Adner

2:45–4:45pm

Teamwork in Startups &
Form Project Teams
Adam Kleinbaum

4:45–6pm

Dinner/Group Work

WEEK 3: ABLE CONCENTRATION

**SUNDAY,
APRIL 26**

1–2:30pm

Two Minute Group
Idea Pitch
Steve Kahl

2:45–4:45pm

Customer Discovery
Steve Kahl

5:00–6:30pm

Product Development
Alva Taylor

6:30–8:30pm

Dinner/Group Work &
Product Development
Fair

WEEK 4: ABLE CONCENTRATION

**SUNDAY,
MAY 3**

1–2:30pm

Product Development
Challenge
Eesha Sharma

2:45–4:15pm

Marketing
Communications
Eesha Sharma

4:30–6pm

Positioning,
Communicating &
Pitching
Eesha Sharma

6–8pm

Dinner/Group Work

WEEK 5: ABLE CONCENTRATION

**SUNDAY,
MAY 10**

1–2:30pm

Sales Commercial
Challenge
Eesha Sharma

2:45–6pm

Accounting for
Entrepreneurs
Jordan Schoenfeld

6–6:30pm

Dinner/Group Work

6:30–8pm

Internship/Job Search
Workshop
TuckLAB MBA Associates

WEEK 6: ABLE CONCENTRATION & FINAL PITCH CHALLENGE

**SATURDAY,
MAY 16**

1–2:30pm

Financial Model
Challenge
Jordan Schoenfeld

2:45–4:30pm

Ethical Dilemmas in
Entrepreneurship
Ernie Parizeau

4:30–6:30pm

Dinner/Group Work &
Preparation for Final
Pitch Challenge

**SUNDAY,
MAY 17**

1–3pm

Entrepreneurship
Final Pitch Challenge:
“Shark Tank”

3–3:15pm

Group Photo

3:15–4pm

Awards & Program
Certificates