Competitive Strategy
October 12 - 22, 2020

Info Session
September 15, 2020
The Team

Professor
Thomas Hubbard
Academic Director

Ann Zastrow
Academic Director

Sheneen Landry
Associate Director of Advising

Kristi Winchester
Program Manager 1

Kate VanZanten
Program Manager 2
Competitive Strategy

What to expect
Professor Thomas Hubbard
Program faculty

Thomas Hubbard, PhD
Professor of Strategy
Elinor and H. Wendell Hobbs Professor of Management

Craig Garthwaite, PhD
Associate Professor of Strategy
Herman Smith Research Professor in Hospital and Health Services Management
Director of Healthcare at Kellogg

Jeroen Swinkels, PhD
Professor of Strategy
Richard M. Paget Professor of Management Policy
# Program Matrix, October 12-22, 2020

<table>
<thead>
<tr>
<th>TIME  (US CENTRAL)</th>
<th>MONDAY OCTOBER 12</th>
<th>TUESDAY OCTOBER 13</th>
<th>WEDNESDAY OCTOBER 14</th>
<th>THURSDAY OCTOBER 15</th>
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<tbody>
<tr>
<td>8:15-8:30</td>
<td>Welcome &amp; Coffee Chat</td>
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<tr>
<td>8:30-10:00</td>
<td><strong>5:00-6:30 CDT Introductions &amp; Maximizing Your Experience; Creating and Capturing Value</strong></td>
<td>Uniqueness, Scarcity, and Value Capture</td>
<td>What Makes Industries Profitable? And What Can You Do About It?</td>
<td>Competitive Advantage: Outperforming the Competition</td>
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<tr>
<td>10:00-10:15</td>
<td>Break</td>
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<tr>
<td>10:15-12:00</td>
<td>Uniqueness, Scarcity, and Value Capture (Cont’d)</td>
<td>What Makes Industries Profitable? And What Can You Do About It? (Cont’d)</td>
<td>Competitive Advantage: Outperforming the Competition (Cont’d)</td>
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<tr>
<td>OFFICE HRS NETWORKING</td>
<td>WEEK 2</td>
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**WEEK 2**

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<thead>
<tr>
<th>TIME  (US CENTRAL)</th>
<th>MONDAY OCTOBER 19</th>
<th>TUESDAY OCTOBER 20</th>
<th>WEDNESDAY OCTOBER 21</th>
<th>THURSDAY OCTOBER 22</th>
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<tr>
<td>10:00-10:15</td>
<td>Strategy and Information</td>
<td>Strategy Under Uncertainty</td>
<td>Growth: Getting the Incentives Right</td>
<td>Growth: When and How to Make Sure Growth Is Profitable</td>
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<td>10:15-12:00</td>
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Q & A
For more information:

- Go to [kell.gg/kxcompete](https://kell.gg/kxcompete)

- Contact Sheneen Landry, your Program Advisor [s-landry@kellogg.northwestern.edu](mailto:s-landry@kellogg.northwestern.edu)
Thank You