



JAMK Leadership Programme in Silicon Valley 2022

Tentative Schedule and Topics

Dear participant, below you can find the tentative schedule & topics that will be covered during the pro-gramme. JAMK and SJSU reserve the right to make changes.

THURSDAY 24.2.2022 – Arrival in San Francisco	
-	Arrivals to San Francisco Airport
17:00 – 19:00	San Francisco Walking Tour, Risto Korkia-Aho
FRIDAY 25.2.2022 – City of San Francisco	
9:00 – 10:00	Welcome meeting & Introduction of the participants @ Hotel Zeppelin (545 Post Street, SF)
10:00 – 16:00	San Francisco City Tour w/ Official Tour Guide Cathrin Bernt, Risto Korkia-Aho; Examining Cultural Differences; Dinner at own cost
SATURDAY 26.2.2022 – Community Observation in San Francisco Bay Area	
All day	Free time - Programme based on your own interests
SUNDAY 27.2.2022 – Examining the Technology and Wine Environments	
Departure from San Francisco at 10:00	Visits to Facebook, Google, and Apple HQ campuses on the way to San José, Risto Korkia-Aho
12:00 – 13:00	Lunch at your own cost
13:00 – 14:30	Transportation to the vineyard
14:30 – 16:00	California Wine Industry; Wine tasting @ Loma Prieta Winery, Los Gatos

16:00 – 17:00	Transportation & Check-in to the hotels in San José; Dinner at your own cost
MONDAY 28.2.2022 – Silicon Valley Leadership and Business Ecosystem at SJSU	
9:00 – 9:30	SJSU Welcome Orientation
9:30 – 11:00	Introduction to American Business Language & Culture
11:00 – 12:00	Lunch at your own cost
12:00 – 13:30	Silicon Valley Start-Up: History, Principles, and the Power of Weak Networks
13:30 – 13:45	Coffee break
13:45 – 15:30	Global Team Leadership
15:30 – 17:00	Networking for Business
17:30 – 23:00	Transportation to Gilroy Premium Outlets; Shopping & Dinner at your own cost, Risto Korkia-Aho

TUESDAY 1.3.2022 – Communication Skills & Networking at SJSU	
8:30 – 9:00	Debrief & Reflection
9:00 – 10:30	Marketing Automation & Content Marketing
10:30 - 12:00	Lunch at your own cost
12:00 – 13:30	Dynamic Creativity Management
13:30 – 14:00	Coffee break
14:00 – 15:30	Diverse Social Identities in Silicon Valley Business
15:45 – 17:00	Career and Networking Tips with an International Perspective: Session with local SJSU MBA students
17:00 – 18:00	SVIC Challenge

WEDNESDAY 2.3.2022 – Entrepreneurship and Innovation in Silicon Valley at SJSU	
8:30 – 9:00	Debrief & Reflection
9:00 – 10:30	Silicon Valley Innovation Ecosystem
10:30 – 10:45	Coffee break
10:45 – 12:15	Effective Personal Communication: Speaking With Confidence
12:30 – 13:15	Lunch at your own cost
13:30 – 14:30	Visit to Adobe HQ; Risto Korkia-Aho
14:30 – 20:00	Field trips organized by Risto Korkia-Aho (Palo Alto?)
20:00 – 21:00	Transportation to the Hotels, San José

THURSDAY 3.3.2022 – Innovative Service Design in Silicon Valley at SJSU	
8:30 – 9:00	Debrief & Reflection
9:00 – 11:00	Services Design
11:00 – 12:00	Lunch at your own cost
12:00 – 14:00	Global Dialogue Event with SJSU Students
14:00 – 15:00	Closing Ceremony

FRIDAY 4.3.2022 – California Recreation Industry	
8:30 – 10:00	Bus transportation to Monterey, Risto Korkia-Aho & Cathrin Bernt
10:00 – 11:00	Community Observation in Monterey Cannery Road
11:00 – 11:30	Transportation to The Inn at Spanish Bay, California Dream: Recreation Management, Gold, & Tourism
11:30 – 14:00	Lunch offered by JAMK School of Business
14:00 – 17:00	Transportation to Pebble Beach (17-Mile drive); Carnel-by-the-Sea; Free time
17:00 – 18:00	Transportation to San José

**SATURDAY 05.03.2022 – Departure from the hotels to San Francisco Airport /
SUNDAY 06.03.2022 – Arrival to Europe/Home**