## CHICAGO BOOTH LAB COURSES

<table>
<thead>
<tr>
<th>Industry Focused</th>
<th>Entrepreneurship</th>
<th>Marketing</th>
<th>Finance</th>
</tr>
</thead>
</table>
| Energy and Clean Tech Lab  
Jason Blumberg | New Venture Challenge  
Steve Kaplan and Ellen Rudnick | Marketing Research  
Oleg Urminsky | Quantimental Investment Lab  
Will Cong |
| Healthcare Analytics Lab  
Dan Adelman | New Venture and Small Enterprise Lab  
Mike Moyer | Laboratory in New Product and Strategy Development  
Jonathan Frenzen | Private Equity/Venture Capital Lab  
Ira Weiss and Jason Heltzer |
| Energy Policy Practicum  
Boo Topel and James Sallee | Entrepreneurial Discovery  
Brian Cee and Mark Tebbe | Digital Marketing Lab  
Lil Mohan | |
| Real Estate Lab  
Joe Pagliari | Developing New Products and Services  
Art Middlebrooks | | |

## STRATEGY

| Strategy Lab  
Harry Davis | Social Enterprise Lab  
Christina Hachikian | |
|-----------|------------------|---|
| Integrated Strategic Management  
Kathleen Fitzgerald | Global New Venture Challenge  
Rob Gartner | |
| Behavioral Science in the Field  
Heather Caruso | Innovation Strategy  
Dean Alderucci | |
| Urban Opportunities and Solutions  
Abbie Smith | | |

“Business schools enjoy advantages in three areas that are critical to learning from experience: experimentation, feedback, and practice. Schools can function as laboratories in which students experiment and practice action and insight skills without downside risks to their careers.”

---

CHICAGO BOOTH  
The University of Chicago Booth School of Business

Davis and Hogarth, 2012  
Rethinking Management Education: A View from Chicago