Dr. Bhardwaj, Gunjan

Entrepreneur 4.0: Entrepreneurship in the Digital Era (GMT 6216)

Syllabus

Winter Term 2021/22

Time: Oct. 29 and 30, 2021/ Dec. 3 and 4, 2021

Room:

Begin: Oct. 29, 2021

ECTS-Credits: 3

Level: Advanced

Prerequisites: None

Accessibility: Course is an elective for 3rd semester MBA-IM students and open to international guest students on MBA-level

Learning Objectives:

By the end of the course, the participants will be able to understand:

- The role of purpose

- How to take a business from concept to exit, learning about the pivotal steps in between, such market analysis, revenue models, team structure, and financing

- The role of AI in the digital busines industry

- Enabling technologies for digital

- What digital transformation is – business model Canvas

- What it means to be digital-first company: how technology is driving digital transformation in the fourth industrial revolution

- How to identify an opportunity and perform initial due diligence, such as total addressable market (TAM), serviceable addressable market (SAM) and share of market (SOM)

- How to understand the need of your client base- what is their pain point? How can you build—and retain—a client base?

- How to hire the right team and create a winning culture. What motivates employees in the startup world vs corporate world?

- How to raise capital from initial seed rounds to late-stage financing rounds.

- How to decide how to exit your company: IPO, merger, acquisition, or private. Learn more about the pros and cons of each choice.

Course contributions to the MBA program goals / learning outcomes

	Goal	Learning Objectives	Course Contributions to Goal	Assessment
1	**Responsible leadership in organizational contexts**	1.1 Knowledge of founder/CEO moral responsibility: decision making for multiple stakeholders 1.2 Application of founder/CEO moral responsibility 1.3 Reflection of founder/CEO moral responsibility	The ability to recognize appropriate business leadership actions based on case studies of founder/CEO	Class Discussion
2	**Creative problem-solving skills in a complex business environment**	2.1 Critical problem solving under resource constraints (time, funding, etc). 2.2 Ability to understand multiple perspectives and inputs prior to decision making 2.3 Ability to tailor messaging effectively to dive stakeholders	Understand how business leaders deal with operational risks and problems in their day to day, and how to mitigate detrimental impact to the bottom line and stakeholder interests utilizing real-word case studies	Presentation
3	**Research and Analytical Skills**	3.1 Ability to identify potential business risks early on 3.2 Ability to ideate and create solutions to complex business risks and problems 3.3 Ability to present business risks, problems, and solutions effectively to a team	Understand the thought-process, problem hierarchy, and decision matrix that business leaders must take into consideration leveraging case-studies and selective readings	Research Paper & Class Discussion
4	**Innovation Management**	4.1 Understanding of corporate innovation models and their level of impact 4.2 Ability to measure and analyze innovative impact	Gain knowledge of various corporate innovation models and how companies measure their impact by reading case studies	Research Paper & Class Discussion
5	**Management of the challenges of global sustainability and awareness for social and corporate responsibilities**	5.1 Understanding of corporate sustainability and social responsibility topics 5.2 Ability to identify how companies implement sustainability and social responsibility metrics into their operating model	Understand the complexity of managing sustainability and social corporate responsibility, differentiating between social entrepreneurship and solely corporate business models, via case studies	Research Paper & Presentation

Main course topics:

1. Digital innovation and digital-first companies

2. Developing and scaling business idea

3. How to effectively scale organizations

4. Generating funding throughout the business life cycles and stages

5. Effectively hiring and managing teams

Basic outline and organization:

The course will consist of dynamic lectures with open discussion and group-based presentations.

Session 1, October 29, 2021: Lecture & Open Discussion

Session 2, October 30, 2021: Lecture & Open Discussion

Session 3, December 3, 2021: Lecture & Open Discussion

Session 4, December 4, 2021: Group-based Presentations

Session 5, Mid-January 2022: Research Paper submission (No Lecture)

Grading:

Attendance to all three sessions is mandatory. Required reading material and assignments will be provided prior to class.

Grading is based upon:

1) 10 pager Research Paper
-10 Pager research paper to be submitted by mid-January which accounts for 40% of the total grade.

2) Group-based presentation
-Ability to research and provide relevant, impactful contribution in team of 4 accounting for 40% of the total grade
-Each member presents for 15 mins followed by a 10 mins Q&A.

3) In Class participation
-Active participation throughout the lectures will lead towards 20% of the total grade.

The final grade is determined as weighted average of the grades for the three categories.

Availability of the lecturer:

Dr. Gunjan Bhardwaj
Office hours: Email appointment
Email: gunjan@innoplexus.com

Course Material:

1) Thiel, Peter / Masters, Blake (2015): Zero to One: Notes on Startups, or How to Build the Future, Publisher: Virgin Books.

2) Hoffman, Reid / Yeh, Chris (2018): Blitzscaling: The lightning-fast path to building massively valuable companies, Publisher: Currency.