

Dr. Bhardwaj, Gunjan

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

Syllabus

Winter Term 2019_20

Time:	Oct. 4, 2019 / Oct. 5, 2019 / Nov. 30, 2019
Room:	W1.3.01
Begin:	Oct. 4, 2019
ECTS-Credits:	3
Level:	Advanced
Prerequisites:	None
Accessibility:	Course is an elective for 3 rd 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
- What is digital – the role of AI in digital
- 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 diverse 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-world case studies	Case studies & Presentation
3 Research 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	Class Discussion & Stakeholder Role Play
4 Management of Innovation	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	Class Discussion & Presentation
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	Class Discussion

Main course topics:

1. Digital innovation and digital-first companies
2. Business idea generation and validation
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 4, 2019: Lecture & Open Discussion

Session 2, October 5, 2019: Lecture & Open Discussion

Session 3, November 30, 2019: Group-based Presentations

Grading:

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

Grading is based upon:

1) Quality of critical thinking skills and analysis (40%)

- Ability to understand problems from the perspective of multiple stakeholders
- Ability to comprehensively understand the cause and effect of actions

Score: 1-4 (1 being lowest, 4 being highest)

2) Group-based presentation contribution (30%)

- Ability to research and provide relevant, impactful contribution to assigned team
- Ability to answer questions and provide deeper insight into presentation ideas

Score: 1-3 (1 being lowest, 3 being highest)

3) Ability to synthesize new information and formulate comprehensive ideas (30%)

- Ability to follow a logic-based problem-solving cadence that can be applied and modified to a diverse range of problems

Score: 1-3 (1 being lowest, 3 being highest)

Grading is Pass/Fail. Highest possible score is 10 (4+3+3).
Students need at least a 7 to pass.

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.