

Business Strategy and Venturing
Gwangju Institute of Science and Technology
Syllabus Autumn 2021

SYLLABUS	
Classification	Graduate School
Course No.	
Credits	
Course Title	Business Strategy and Venturing
Course Language	English
Course Outline	<p>This course describes key elements and trends relevant to growth businesses. The course facilitates hand-on creation of a new venture. Students will form teams and have an opportunity to experience the creation of an early stage company in the pre-seed phase, which is a critical phase in the life of a venture. Student teams will be coached by the course personnel throughout the course to develop a business plan and present it to investors.</p> <p>The course will involve lectures, in-class assignments, team work, relevant videos, and more. Participants completing this course should be able to:</p> <ul style="list-style-type: none"> • Recognize business opportunities and understand innovation management • Define essential building blocks of building a successful venture • Write an effective investor presentation and an executive summary • Be able to present their new venture to potential investors and strategic partners • Be able to expand their new company worldwide
Prerequisites	
Textbooks & References	<p>The Innovator's Dilemma by Clayton Christensen</p> <p>Technology Ventures: From Idea to Enterprise by Thomas Byers, Richard Dorf, and Andrew Nelson</p>

Mon 22.11.2021 - Opportunity recognition

- 19-20 Opening lecture, followed by introductions and starting team formation
- 20-21 Lectures: Opportunity recognition
- 21-22 Student team work and coaching: Identifying problems and developing solutions

Ready at the end of the day Student teams are formed; each student team has identified a problem and developed a solution
 Homework Each team prepares to present its problem and solution on the following day

Tue 23.11.2021 - Building blocks of a successful venture

- 19-20 Student teams present and receive feedback on their chosen problems and solutions
- 20-21 Lecture: Business plan structure--highlighting the essential building blocks of a successful venture
 Lecture: Intellectual property rights--how to protect novel solutions, ensuring long-term value capture
- 21-22 Student team work and coaching: Working on business plans and IP strategies

Ready at the end of the day Each student team has described its business case and the related IP strategy in the investor presentation
 Homework Each student team searches for a business strategy video they would like to share with others

Wed 24.11.2021 - Business strategy

- 19-20 Flipped classroom: Business strategy videos chosen by students are presented and discussed
- 20-21 Lecture: Strategic management theories--how to gain competitive advantage
 Lecture: Building blocks of an investor presentation and presenting
- 21-22 Student team work and coaching: Creating business strategy and investor presentations

Ready at the end of the day Each student team has added a business strategy description to the investor presentation
 Homework Each student team searches for a business development video they would like to share with others

Thu 25.11.2021 - Innovation management

- 19-20 Flipped classroom: Business development videos chosen by students are presented and discussed
- 20-21 Lecture: Strategic management of technology and innovation
 Lecture: Operations and innovation management
- 21-22 Student team work and coaching: Finalizing investor presentations

Ready at the end of the day Students teams have finalized investor presentations

Fri 26.11.2021 - Pitching

- 17-18 Student team work and coaching: Final review of investor presentations
- 18-19 Final pitching and feedback: Student teams give their investor presentations and get feedback
- 19-20 Award ceremony: Individual honorary awards and team awards
 Student feedback on the course
 Closing remarks

Ready at the end of the day Student teams have presented their investor presentations and received feedback for further development