

Global Business Development: Launching and Developing Growth Businesses

Gwangju Institute of Science and Technology

Syllabus November 2022

SYLLABUS	
Classification	Graduate School
Course No.	
Credits	
Course Title	Global Business Development: Launching and Developing Growth Businesses
Course Language	English
Course Outline	<p>Global Business Development is a hands-on course exposing participants to the essence of launching and developing growth businesses. 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 uses modern interactive pedagogical methods, including case teaching, challenge-driven learning, learning by doing, videos, coaching, and workshops.</p> <p>Participants completing this course should be able to:</p> <ul style="list-style-type: none"> • Ability to analyse real world business cases • 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 • Master interaction and presentation skills • Financial literacy
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 21.11.2022 - Opportunity recognition

- 16.30-17.30 Opening lecture, followed by introductions and starting team formation
- 17.30-18.30 Lectures: Opportunity recognition
- 18.30-19.30 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 student team searches for a business plan video they would like to share with others

Tue 22.11.2022 - Building blocks of a successful venture

- 16.30-17.30 Flipped classroom: Business plan
- Lecture: Business plan structure--highlighting the essential building blocks of a successful venture
- 17.30-18.30 Lecture: Intellectual property rights--how to protect novel solutions, ensuring long-term value capture
- 18.30-19.30 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

Homework Each student team searches for a business strategy and/or value capture video they would like to share with others

Wed 23.11.2022 - Strategy and finance

- 16.30-17.30 Flipped classroom: Business strategies and value capture
- Lecture: Value capture and business strategies
- 17.30-18.30 Lecture: Company financing, investment decisions, and investment proposal
- 18.30-19.30 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 and investment proposal to the investor presentation

Homework Each student team searches for an investor pitch video they would like to share with others

Thu 24.11.2022 - Financial modelling and investor pitch

- 16.30-17.30 Flipped classroom: Investor pitch
- Workshop: Analytical problem solving and financial modelling
- 17.30-18.30 Lecture: Presentation techniques and soft skills
- 18.30-19.30 Student team work and coaching: Creating financial modelling and finalizing investor presentations

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

Fri 25.11.2022 - Final presentations and closing

- 16.30-17.30 Student team work and coaching: Final review of investor presentations
- 17.30-18.30 Final pitching and feedback: Student teams give their final investor pitch and get feedback
- Award ceremony: Individual honorary awards and team awards
- Student feedback on the course
- 18.30-19.30 Closing remarks

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