

# **GNAM GLOBAL NETWORK WEEK FOR EXECUTIVE MBA STUDENTS**

**ESMT European School of Management and  
Technology, Berlin**

**Monday, June 8 – Friday, June 12, 2020**

## **Syllabus**

***An Innovation Sprint to Launch Your First Business***

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## BRIEF DESCRIPTION

### Overview

Creativity is an important element of innovation. However, driving innovation takes more than just generating novel ideas. It requires managers to expand their mind- and skill sets: They need to learn to start thinking from their customers' perspective, instead of focusing on their products; they need to develop new solutions and business models, rather than gradual product improvements; they have to run simple, structured experiments to test mission-critical assumptions, instead of perfecting an idea for years in an isolated lab; and they must make decisions based on data, rather than biased opinions.

In this program, we will not only explore key elements of successful innovation but also “do” innovation: You will apply the latest thinking and agile principles to test, revise and refine your ideas and learn how to effectively pitch them and generate support from key stakeholders.

### Topics to be addressed in the module will include:

- Innovation in new and existing organizations
- Generating ideas & adapting them to customer needs
- Articulating and testing assumptions
- Agile and lean principles for iterative and fast development
- Developing scalable business models
- Pitching and selling ideas

### Module format

The module will consist of five intense days organized online. You will generate one idea individually **before** the module, and then apply different tools and techniques to develop the idea further. You will also interact with other fellow students as well as the instructors. In the mornings you will work on selected online material, and in the afternoon, you will interact with other students to apply the lessons learned.

## Project Work

### **Pre-module work**

Generating Entrepreneurial Ideas

Session from Linus' Online Class – Available to enrolled students through ESMT's learning platform. \*

### **Monday, June 8, morning**

Creating a Business Model

Session from Linus' Online Class – Available to enrolled students through ESMT's learning platform. \*

### **Monday, June 8, afternoon**

Coaching in pairs and input from professor

### **Tuesday, June 9, morning**

Articulating and Testing the Assumptions of Your Idea

Session from Linus' Online Class – Available to enrolled students through ESMT's learning platform. \*

### **Tuesday, June 9, afternoon**

Guest speaker

Coaching in pairs with input from professor

### **Wednesday, June 10, morning**

Analyzing and Beating Competition

Session from Linus' Online Class – Available to enrolled students through ESMT's learning platform. \*

### **Wednesday, June 10, afternoon**

Guest speaker and coaching pairs with input from professor

### **Thursday, June 11, morning**

Marketing New Ideas

Session from Linus' Online Class – Available to enrolled students through ESMT's learning platform. \*

### **Thursday, June 11, afternoon**

Guest speaker and coaching pairs with input from professor

### **Friday, June 12, morning**

Pitching and Selling Ideas

Session from Linus' Online Class – Available to enrolled students through ESMT's learning platform. \*

**Friday, June 12, afternoon**

Guest speaker and practicing pitches

Note

\* Links will be provided in due course

**Assessment**

Upon successful completion, students will be awarded the credit of 4 ECTS on a Pass/Fail basis. This course will not receive a percentage or letter grade. Other universities may award different numbers of credits based on their own system.

## PROGRAM DIRECTOR

Linus Dahlander

### **Professional experience**

Prior to being a professor, director of research and the Lufthansa Group Chair in Innovation at ESMT, Linus has been at Chalmers University of Technology, Stanford University and Imperial College London. He has been recognized as one of the best young business school professors in the world by Poets & Quants and his research has won multiple prizes, such as a prize for the best young researcher in Europe on innovation and leadership. He is very active in the European startup scene.

### **Focus in research and teaching**

Ongoing research projects with several companies on innovation, entrepreneurship, strategy and digitalization in close collaboration with among others Lego, Ericsson, and Uservice.

### **Publications**

He has published among others in the Academy of Management Journal, Administrative Science Quarterly, Organization Science, Strategic Management Journal and practitioner articles in Harvard Business Review.

## THE EXECUTIVE MBA TEAM

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