

Global Business Development

Syllabus Summer 2025

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 coaching, flipped classrooms, learning by doing, videos, and workshops. The use of artificial intelligence tools is encouraged throughout the course.</p> <p>Participants completing this course should be able to:</p> <ul style="list-style-type: none">• Analyze real world business cases• Recognize business opportunities and understand innovation management• Define essential building blocks of building a successful venture• Create an effective investor presentation• Utilize artificial intelligence tools in venture development• Present a new venture to potential investors and strategic partners• Expand a new venture worldwide• Master interaction and presentation skills• Master financial literacy skills
Content	Must-know business themes for any growth business leader, such as financial statements, business strategy, company financing, financial modeling, capital budgeting, opportunity recognition, value creation, value capture, intellectual property rights, innovation management, business plan, digitalization, and digital transformation
Prerequisites	
Textbooks & References	Technology Ventures: From Idea to Enterprise by Thomas Byers, Richard Dorf, and Andrew Nelson
Teaching period	Monday 30 June 2025 - Friday 4 July 2025
Teachers	Prof Dr Timo Nyberg, D.Sc. (Tech.) Dr Jesse Karjalainen, D.Sc. (Tech.), M.Sc. (Econ.)

Monday 30 June 2025	Opportunity Recognition
10-12	Introduction, ice-breaking, and team building
12-13	Opportunity Recognition
13-15	Lunch
15-17	Teamwork and team coaching on business cases: Problem search
17-19	Teamwork and team coaching on business cases: Solution search
Ready at the end of the day	Business opportunity (problem and solution) has been identified
Homework for Tuesday	Video on business plan
Tuesday 1 July 2025	Building Blocks of a Successful Venture
9-11	Flipped classroom: Business plan - Student videos Investor presentation structure
11-12	Innovation management
12-13	Language of business
13-15	Lunch
15-16	Workshop on financial analyzes
16-19	Teamwork and team coaching on business cases - Start to work on the presentation, team presentation, problem and solution statements
Ready at the end of the day	Presentation slides ready for the team, problem, and solution
Homework for Wednesday	Student teams prepare to present their business cases Video on business strategy and/or value capture
Wednesday 2 July 2025	Strategy and Finance
9-10	Student team presentations (problem&solution business cases)
10-12	Flipped classroom: Business strategies and value capture
12-13	Intellectual property rights
13-15	Lunch
15-16	Company financing, investment decisions, and investment proposal
16-19	Teamwork and team coaching on business cases - Business strategy (offering, customers, pricing, unique selling proposition, competitive advantage)
Ready at the end of the day	Presentation slides ready for business strategy
Homework for Thursday	Video on investor pitch
Thursday 3 July 2025	Financial Modeling and Investor Pitch
9-11	Flipped classroom: Investor pitch
11-13	Presentation techniques and soft skills
13-15	Lunch
15-16	Workshop on analytical problem solving and financial modeling
16-19	Teamwork and coaching on business cases - Financial modeling
Ready at the end of the day	Presentation slides ready for the financial modeling and investment proposal
Friday 4 July 2025	Final Presentations and Closing
9-11	Teamwork and team coaching on business cases: Finalizing presentations
11-13	Final pitching and feedback: Student teams present their business plans
13-15	Lunch
15-16	Feedback from students
16-17	Award ceremony
17-19	Closing words and free networking