

Gwangju Institute of Science and Technology

Global Business Development: Launching and Developing Growth Businesses

Syllabus Summer 2022

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
Content	Must-know business themes for any growth business leader, such as financial statements, business strategy, company financing, financial modelling, 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 4 July 2022 - Friday 8 July 2022
Teachers	Prof Dr Timo Nyberg, D.Sc. (Tech.) Dr Jesse Karjalainen, D.Sc. (Tech.)

Monday 4 July 2022	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 5 July 2022	Building Blocks of a Successful Venture
9-11	Flipped classroom: Business plan
11-12	Innovation management
12-13	Language of business
13-15	Lunch
15-16	Workshop on financial analyses
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 6 July 2022	Strategy and Finance
9-10	Student team presentations: Problem and 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 the business strategy
Homework for Thursday	Video on investor pitch
Thursday 7 July 2022	Financial Modeling and Investor Pitch
9-11	Flipped classroom: Investor pitch
12-13	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 slide ready for the financial modeling and investment proposal
Friday 8 July 2022	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