



SGH

Year	2018/2019	
Course title	Global Startup Ecosystem (CEMS)	
Course number	239481 - 0637	6 ECTS points
Lecturer	Wojtysiak-Kotlarski Marcin Jakub, PhD	

A. Course objective

Providing student with unique, comprehensive and up-to-date insights regarding global ecosystem, in which start-ups are developed.

B. Course syllabus

The goal of this course is to provide students with a very good overview of the global startup ecosystem. The perspective of this course is fully international. After completing the course students will understand how to set up a new startup business in a global environment. Details of the course contents are outlined in semester timetable.

C. Educational outcome

Knowledge	Students understand elements of global startup ecosystem
	Students know key startup industries and examples of successful startups
	Students are aware of elements of emerging startup scene of the future
Skills	Students are able to carry out their own research regarding trends in the global economy
	Students are aware of challenges regarding the process of setting up their own business
	Students are aware of the global nature of startup ecosystem
Social competencies	Students are very good at team work
	Students are aware of benefits related to diversity

D. Semester time table

- 1 Trends in the global economy - what are we heading to? (i.e. virtual reality, artificial intelligence, Internet of Things)
- 2 Start-up ideas (i.e. interesting ideas so far, idea-generation tools, where to get inspiration from)
- 3 Developing the start-up team (i.e. start-up roles, advantages of team diversity, networking)
- 4 Business fundraising options - 4F - Founders, Friends, Fools, Family; Angel Investors
- 5 Business fundraising options - VC Funds, Crowdfunding, other methods
- 6 Start-up and its lifecycle (i.e. early stage, growth stage, later stage)
- 7 Key start-up companies and industries - part 1 (i.e. Energy, Life sciences, Fintech, Creative industries...)
- 8 Major start-up ecosystems (i.e. Silicon Valley, Israel, Boston...)
- 9 Runner-up start-up ecosystems (i.e. Berlin, Chicago, Warsaw, Helsinki...)
- 10 Deal-making and conclusion of transactions (i.e. Linking entrepreneurs with investors, start-up events, pitching proces, The deal)
- 11 Reasons for start-up failures (i.e. Overoptimism of entrepreneur, Changes of external conditions, Stealing with pride)
- 12 Famous Entrepreneurs and their business stories
- 13 Unicorns
- 14 Key start-up companies and industries - part 2 (i.e. software, social media, AI...)
- 15 Emerging global start-up scene of the future (i.e. technology forecasting, cross-country deals, social entrepreneurship)

E. Basic literature

1. M. WOJTYSIAK-KOTLARSKI, Teoria przedsiębiorstwa a koncepcje zarządzania i praktyka biznesu, OW SGH, Warszawa 2011. 2. M. WOJTYSIAK-KOTLARSKI, Start-ups, in: M. WOJTYSIAK-KOTLARSKI, K. Negacz, E. Szczech Pietkiewicz, New models of urban entrepreneurship. Context for development, CeDeWu, Warszawa 2015. 3. M. WOJTYSIAK-KOTLARSKI, Socially responsible investments, in: M. WOJTYSIAK-KOTLARSKI, K. Negacz, E. Szczech Pietkiewicz, New models of urban entrepreneurship. Context for development, CeDeWu, Warszawa 2015. 4. M. WOJTYSIAK-KOTLARSKI, K. Negacz, E. Szczech Pietkiewicz, Selected aspects regarding development of urban entrepreneurship, in: Eco-innovations in Cities, (red.) A. Szelągowska, M. Bryx, CeDeWu, Warszawa 2015.

F. Supplementary literature

1. "O różnorodności współczesnego świata. Uwarunkowania prowadzenia biznesu w poszczególnych gospodarkach. Tom 1-2", praca zbiorowa pod red. M. Wojtysiak-Kotlarski, OW SGH, Warszawa 2016.

G. Author's most important publications concerning the offered course

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H. Numbers of required prerequisites

not required

I. Course size and mode			
	Full-time	Saturday-Sunday	Afternoon
Total:	30	-	-
Lecture	15	-	-
Seminar	15	-	-

J. Final mark composition	
reports	100%

K. Foreign language requirments
English

L. Selection criteria
Order of applications

M. Methods applied
discussions
participation of practitioners
others