



SGH

| | | |
|---------------|--|------------------|
| Year | 2018/2019 | |
| Course title | CEO Academy: Growth Strategies for Global Tech Startups (CEMS) | |
| Course number | 239611 - 0456 | 1,50 ECTS points |
| Lecturer | Płoszajski Piotr , PhD | |

A. Course objective

A series of unique seminars on developing effective strategies for businesses operating in the new tech industry. Lectures and workshops are delivered by CEOs and top level executives of fastest growing Polish startups. Learning from real-life examples on how to build a highly profitable global business from scratch, and scale it worldwide fast.

B. Course syllabus

Building Growth on Global Corporate Market. Boosting Business with Performance Marketing. Scaling SaaS Product Worldwide. Changing the industry via Customer Experience. What is Smart Money and How to Raise Them. 1-day workshop.

C. Educational outcome

| | |
|---------------------|--|
| Knowledge | <ol style="list-style-type: none">1. Providing the students with a broad information on effective strategies and concepts that are helpful for understanding the nature of operating in the new tech industry.2. Understanding of how to build and scale-up businesses from local to global.3. Understanding the influence of technology on the growth of startups. |
| Skills | <ol style="list-style-type: none">1. Applying the broad up-to-date knowledge on creating and developing startups.2. Ability to formulate ideas for new businesses or, even, new business models to be implemented.3. Ability to create own business and to make it global.4. Presenting the idea of own company and operational strategy for scaling it globally and being able to defend it in front of a class. |
| Social competencies | <ol style="list-style-type: none">1. Developing team working skills.2. Developing and enhancing students' leadership abilities. |

D. Semester time table

- 1 Building Growth on Global Corporate Market.
- 2 Boosting Business with Performance Marketing.
- 3 Scaling SaaS Product Worldwide.
- 4 Changing the industry via Customer Experience.
- 5 What is Smart Money and How to Raise Them.
- 6 1-day workshop.
- 7 Project's presentation and evaluation. Course summary.

E. Basic literature

None.

F. Supplementary literature

DaftCode's and guest speaker's teaching materials.

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

...

H. Numbers of required prerequisites

not required

I. Course size and mode

| | Full-time | Saturday-Sunday | Afternoon |
|---------------|-----------|-----------------|-----------|
| Total: | 20 | - | - |
| Training | 20 | - | - |

J. Final mark composition

| | |
|-------------------------|-----|
| traditional examination | 20% |
| others | 80% |

K. Foreign language requirements

English

L. Selection criteria**M. Methods applied**

case studies

reporty
discussions
participation of practitioners