

TECH DISRUPTION AND INNOVATIVE BUSINESS MODELS

CONTEXT AND LEARNING OBJECTIVES

Nokia is dead, Steve Jobs is dead, and Elon Musk is also not feeling great. In this brave new world, having a resilient attitude and fluid frameworks are often more important than hard core skills or even patented technologies.

This course won't teach you everything you need to get rich (otherwise the professor would be on a big yacht) but will give you different perspectives to read, understand and challenge a reality in constant change. It will also ask you to apply anything you've learnt in practical workshop sessions and discuss it with your peers.

And, finally, you'll acquire some soft skills to boost your career as an entrepreneur, freelancer, or digital nomad intrapreneur within a startup or a blue chip company.

PREREQUISITES

You are very welcome to join this course if you're able to:

- keep your eyes away from your phone for more than 30 minutes
- step outside of your comfort zone and speak up in public
- jump between economic theory, philosophical notions and Hollywood movies
- take handwritten notes (slides won't be distributed)
- have fun while we actually get some good work done

SCHEDULE

Lesson 1. Blue Oceans and other things that Michal Porter didn't tell you about strategy

Lesson 2. What's Mine is Yours, the sharing economy and how to convince strangers to sleep in your bed

Lesson 3 & 4. Social Media addiction, Storytelling and other tricks to sell products and win Elections

TEACHING APPROACH

I know how easily you get bored. So I promise you a lot of practice, real cases, debates and videos. We may even have some guests from other industries (I may manage to bring in a very experienced media expert). In exchange for all this fun stuff, expect you to be present and proactive. Be present, raise your hand, it will be worth it.

OFFICIAL BOOKS

Yes, there are two, and I wrote both of them: "Flow Generation" and "Phygital". You can find both of them on Amazon.

EVALUATION METHOD

75% of your mark will be based on a quiz at the end of the course, based on what we discussed in class.

The remaining 25% will depend on the quality of your participation to class discussions, groupwork, etc.