Global
Executive
MBA

[GMV] GO MEET THE VALLEY!

Introduction

The "Go Meet the Valley!" course is your chance to get out there and experience the thriving innovation and entrepreneurial ecosystem of Silicon Valley, by visiting companies of your choice in Silicon Valley. You will do what people in the Valley do: search for interesting companies within a specific industry, establish contact with them, get them interested in you, and then go and talk to them!

In teams of 6-7 people, you are to select a business area of your interest, then find companies in Silicon Valley from that business area that you want to visit and schedule appointments with them during the pre-module. During the on-campus weeks, you will go visit them and prepare a debrief. We have allotted some slots while you are "on campus" in order to facilitate the visits.

On the module's closing day (Friday, 3 February) you will share your findings/impressions with the rest of the class.

The composition of the teams, as well as the selected business area should be same both for this course and for the "Managing Digital Transformation" (MDT) course so you can leverage the knowledge of the visits for your MDT report.

Objectives

The objective is for you to learn about the Silicon Valley eco-system by analyzing the business models of the companies you go visit, both from a strategic and from a technological perspective and by analyzing the role that each of these companies plays in this eco-system. You should be able to answer some questions after your visits, such as "Why is Silicon Valley known for being innovative?"; "Why is being in Silicon Valley an advantage for start-ups when it comes to financing?"; "What role did your network play in setting up your company visits?"; "What relevance does networking have in the whole Valley eco-system?"

The participant will see how entrepreneurship and eco-systems happen in a particular geography in order to be able to replicate some of the models and/or analyze the same type of eco-systems elsewhere in the world.

Competences

Basic
CB6. Possess and understand knowledge that provides a basis or opportunity to be original in the

development and / or application of ideas, often in a research context.

CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study

CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9. Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10. Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General

CG5 – To identify the catalysts of personal and organizational change to foster the entrepreneurial and innovative behavior that makes it possible to adapt to changing business environments.

CG7 – To distinguish and categorize relevant information effectively for business decision making.

CG9 – To interpret the global context in order to analyze and judge the threats and opportunities facing the organization.

Specific

CE30 – To analyze and understand the value chain of an industry or business to develop the corporate strategy.

CE34 – To understand and evaluate cultures of innovation and entrepreneurship within one's own business (intrapreneurship).

Content

Teams will have to organize their own visits, prepare for the interviews, distill learnings, prepare a debrief and present their learnings in a colloquial setting to local entrepreneurs or executives for validation.

Additionally, teams will have to prepare a document highlighting their findings. All teams will have access to each other's documents and will have to evaluate them.

Evaluation

In course teams will be evaluated on the whole process. The grading breakdown for this course is as follows

• Team Presentation on the closing event – 50%

• Consolidation period individual assignment – 50%