

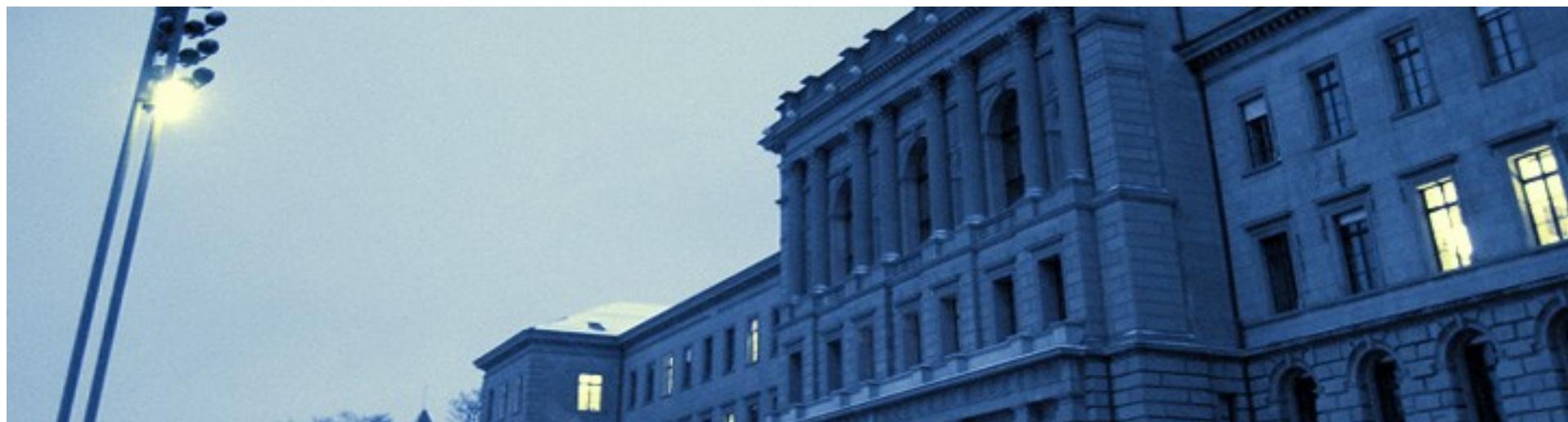
Discovering Management

Introduction

Dr. Lien De Cuyper

Chair of Entrepreneurship

Spring semester 2020



Agenda

- Overview of the course (08:15 – 09:00)
- Technology Entrepreneurship by Prof. Bart Clarysse (09:00 – 11:00)

Lecture overview

- Discovering Management offers a general introduction to **business management and entrepreneurship**
- All lectures are designed to suit the needs and expectations of ETH B.Sc. students, M.Sc. and PhD students not belonging to D-MTEC
- The course is taught by professors and senior lecturers of D-MTEC

D-MTEC Faculty

19 Full Professors and 4 Assistant Professors

Our mission is
to understand and help
shape the interactions
between technology,
organisations, and society,
particularly with respect
to their impact on the
sustainable use of natural
and human resources.

Technology and Innovation

Georg von Krogh
Professor of Strategic Management and Innovation

Stefano Brusoni
Professor of Technology and Innovation Management

Volker Hoffmann
Professor of Sustainability and Technology

Florian von Wangenheim
Professor of Technology Marketing

Economic Dynamics

Peter Egger
Professor of Applied Economics: Innovation and Internationalisation

Marko Köthenbürger
Professor of Public Economics

Hans Gersbach
Professor of Macroeconomics: Innovation and Policy

Jan-Egbert Sturm
Professor of Applied Macroeconomics

Human and Entrepreneurial Behaviour

Michael Ambühl
Professor of Negotiation and Conflict Management

Gudela Grote
Professor of Work and Organisational Psychology

Bart Clarysse
Professor of Entrepreneurship

Petra Schmid
Professor of Organisational Behavior

Natural Resources

Lucas Bretschger
Professor of Economics / Resource Economics

Massimo Filippini
Professor of Energy and Public Economics

Robert Finger
Professor of Agricultural Economics and Policy

Sebastian Rausch
Professor of Economics / Energy Economics

Supply Chain and Information Systems

Torbjørn Netland
Professor of Production and Operations Management

Stefan Feuerriegel
Professor of Management Information Systems

Elgar Fleisch
Professor of Information Management

Stephan Wagner
Professor of Logistics Management

Systems Design and Risks

Didier Sornette
Professor of Entrepreneurial Risks

Antoine Bommier
Professor of Integrative Risk Management and Economics

Frank Schweitzer
Professor of Systems Design

Chair of Entrepreneurship

Focus on research and teaching in broad area of entrepreneurship, with emphasis on innovative and aspirations-driven entrepreneurial activity:

- Science-based ventures and technological paradigms (AI, blockchain, ...)
- Corporate entrepreneurship
- Sustainability and grand challenges

Chair of Entrepreneurship



Clarisse Alpaert

*Teaching assistant
Project work support*



Dr. Lien De Cuyper

Overall coordination

Course structure

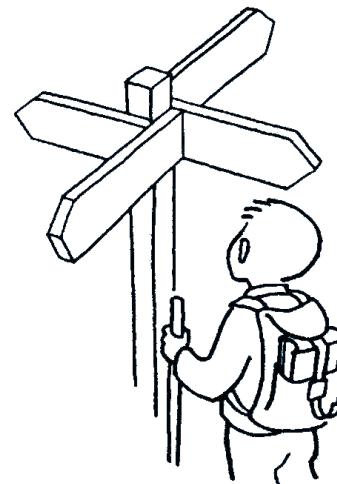
Every Thursday (08:15 – 11:00):

- **First part of semester:**
 - ✓ 6 theory sessions about different topics related to managing an organization
 - ✓ Purpose: to develop an understanding of the core building blocks of an organization
- **Second part of semester:**
 - ✓ 5 project work sessions, in teams
 - ✓ Purpose: to apply what you learned in the theory sessions in practice



Course directions

Sessions take place in HG D 7.1



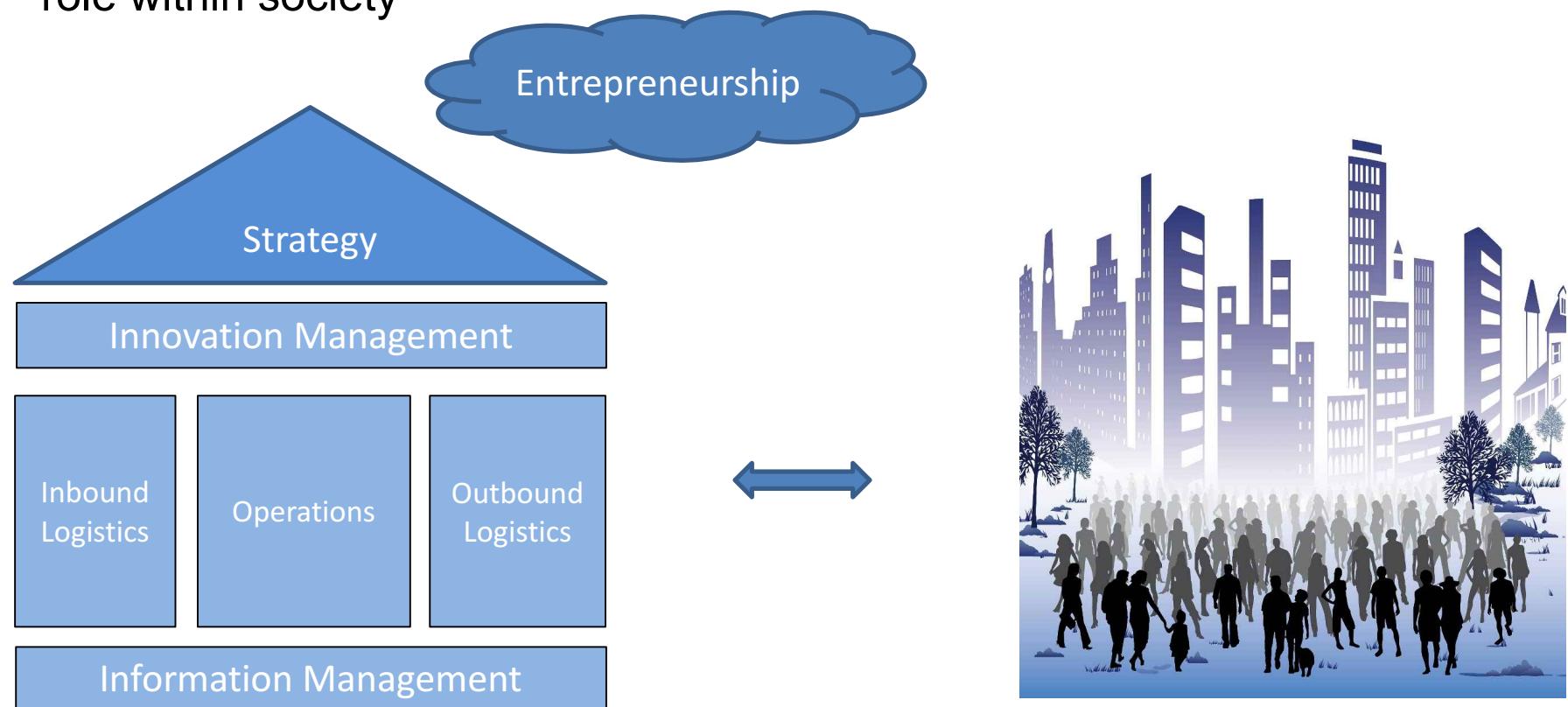
Task

Discuss with your neighbor (1) what comes to mind when hearing "management" and (2) why you are taking this course?

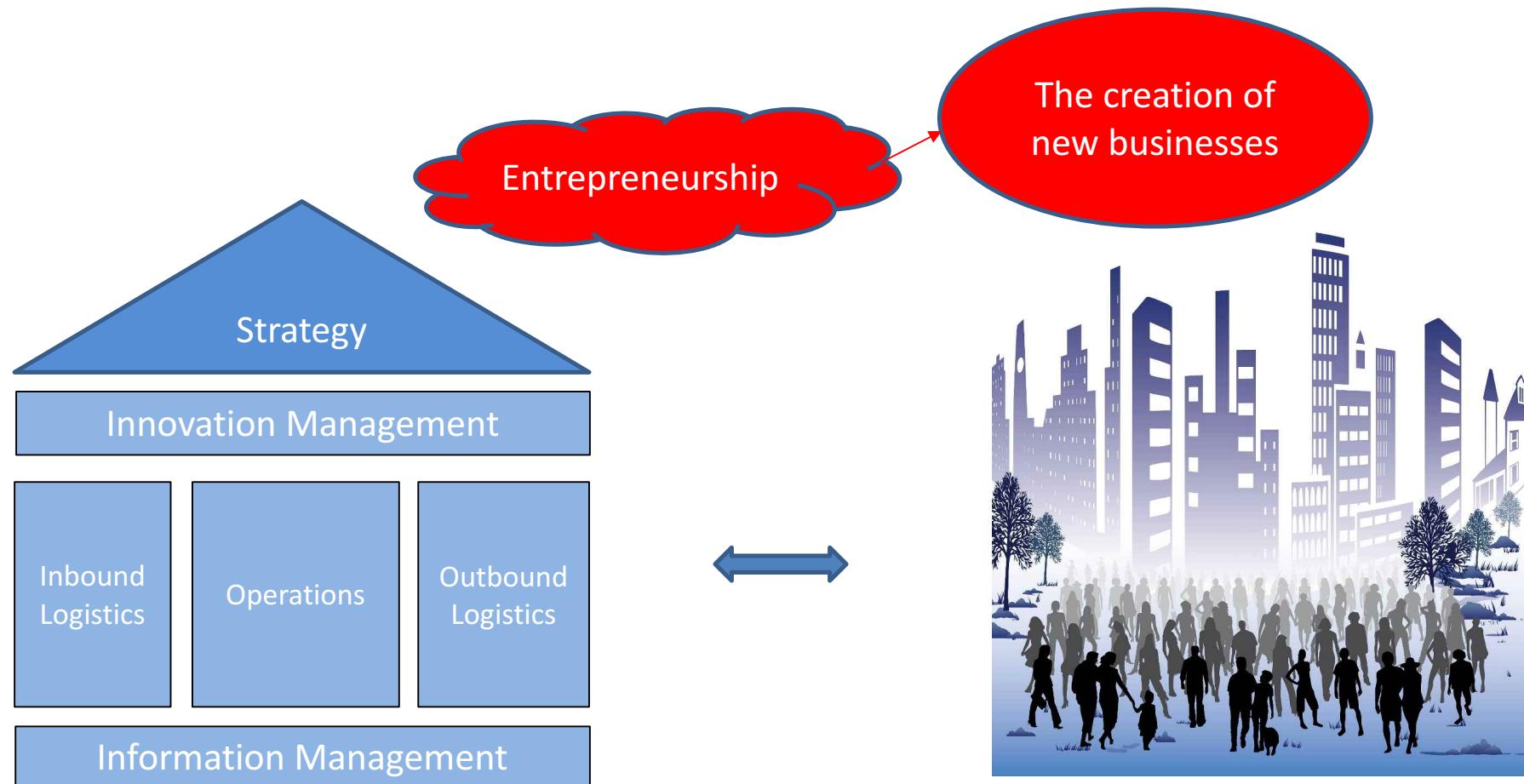


Course objectives

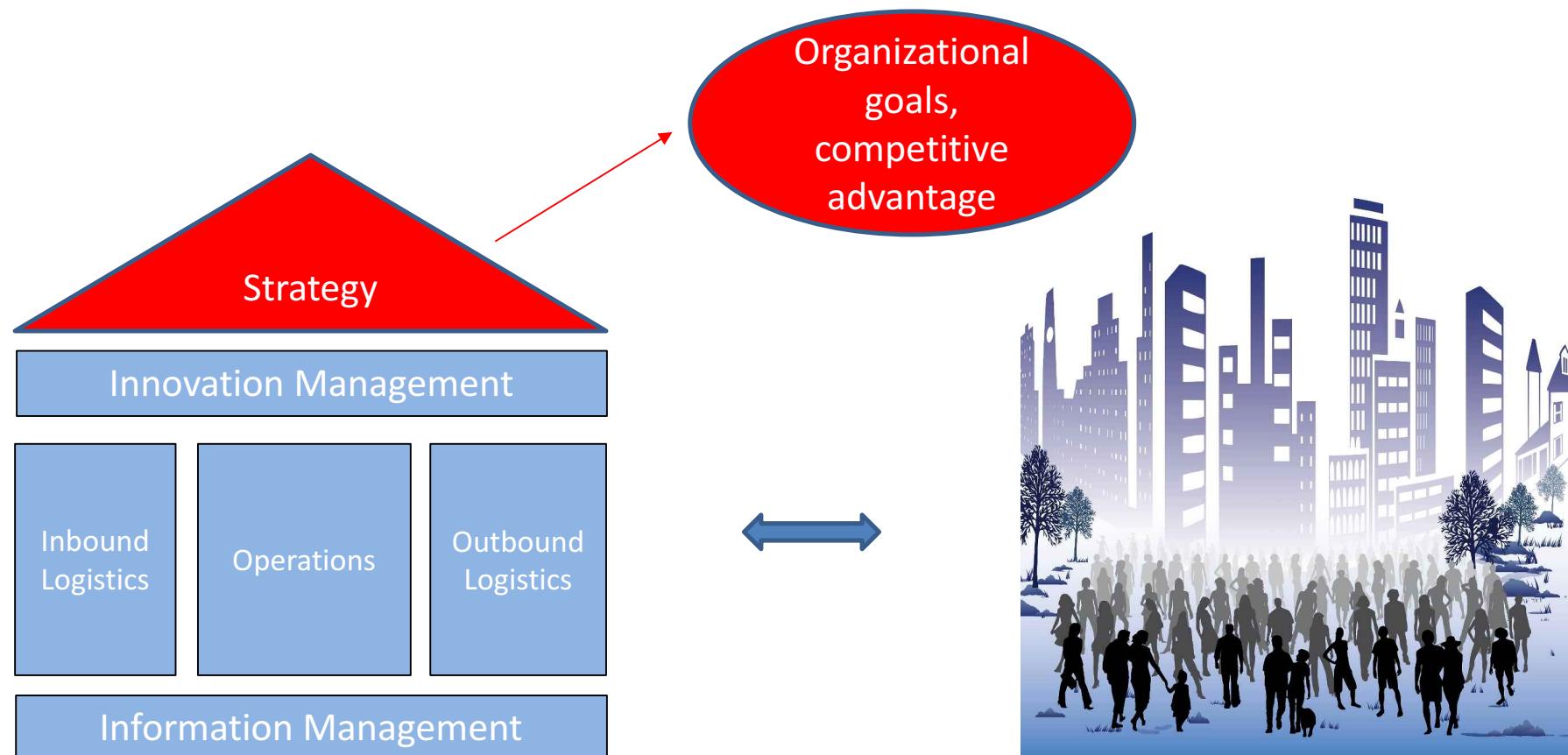
Understand purpose, structure and processes of companies as well as their role within society



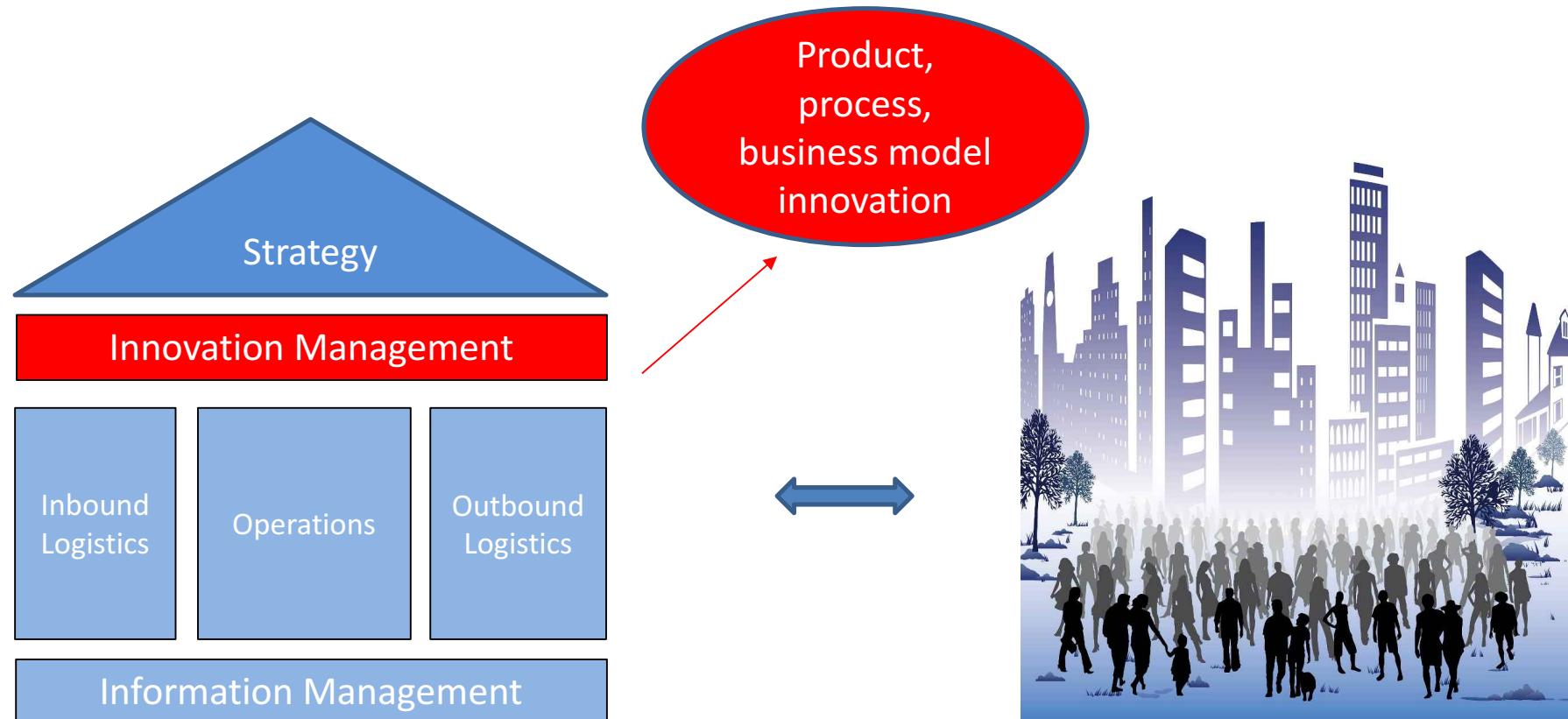
Management covers many aspects...



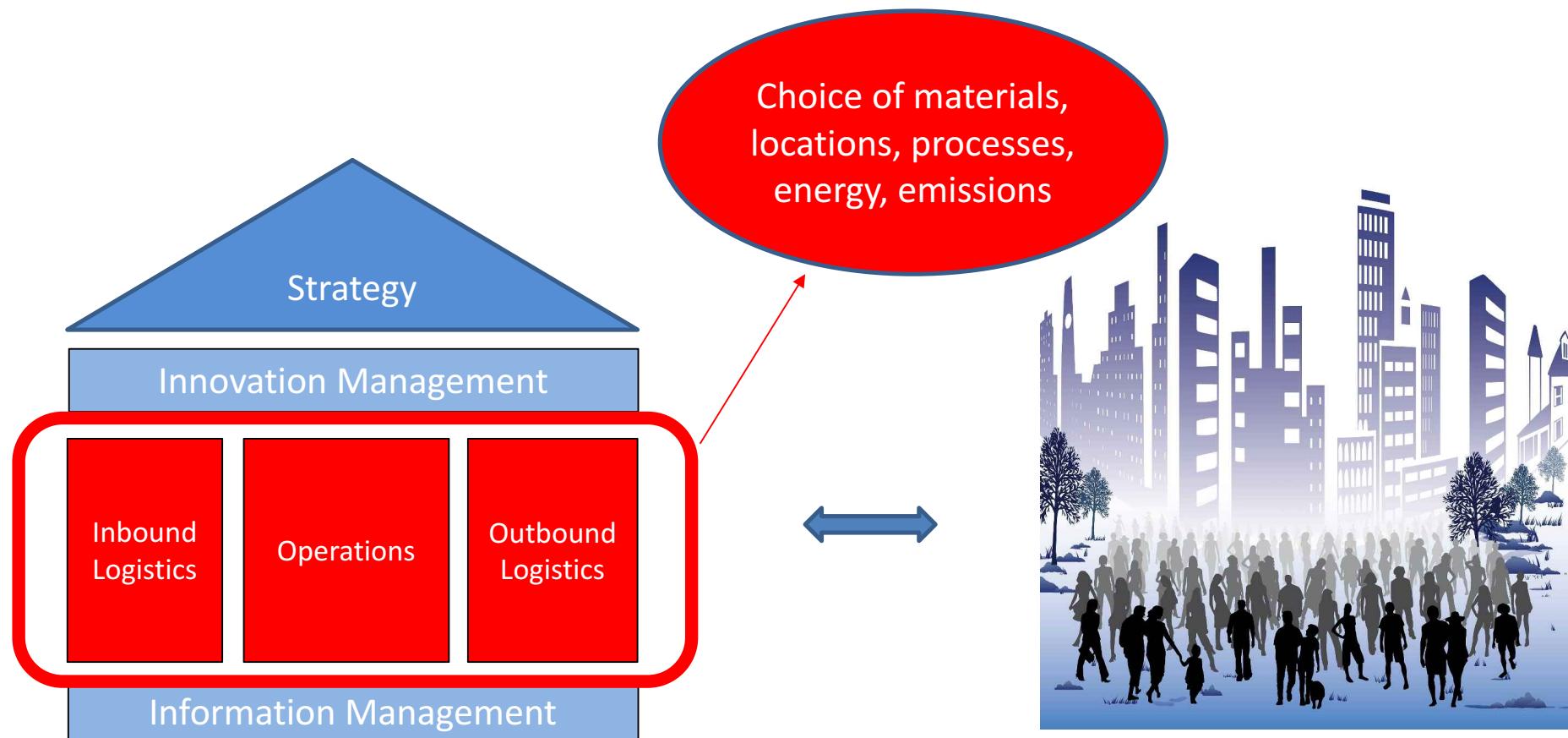
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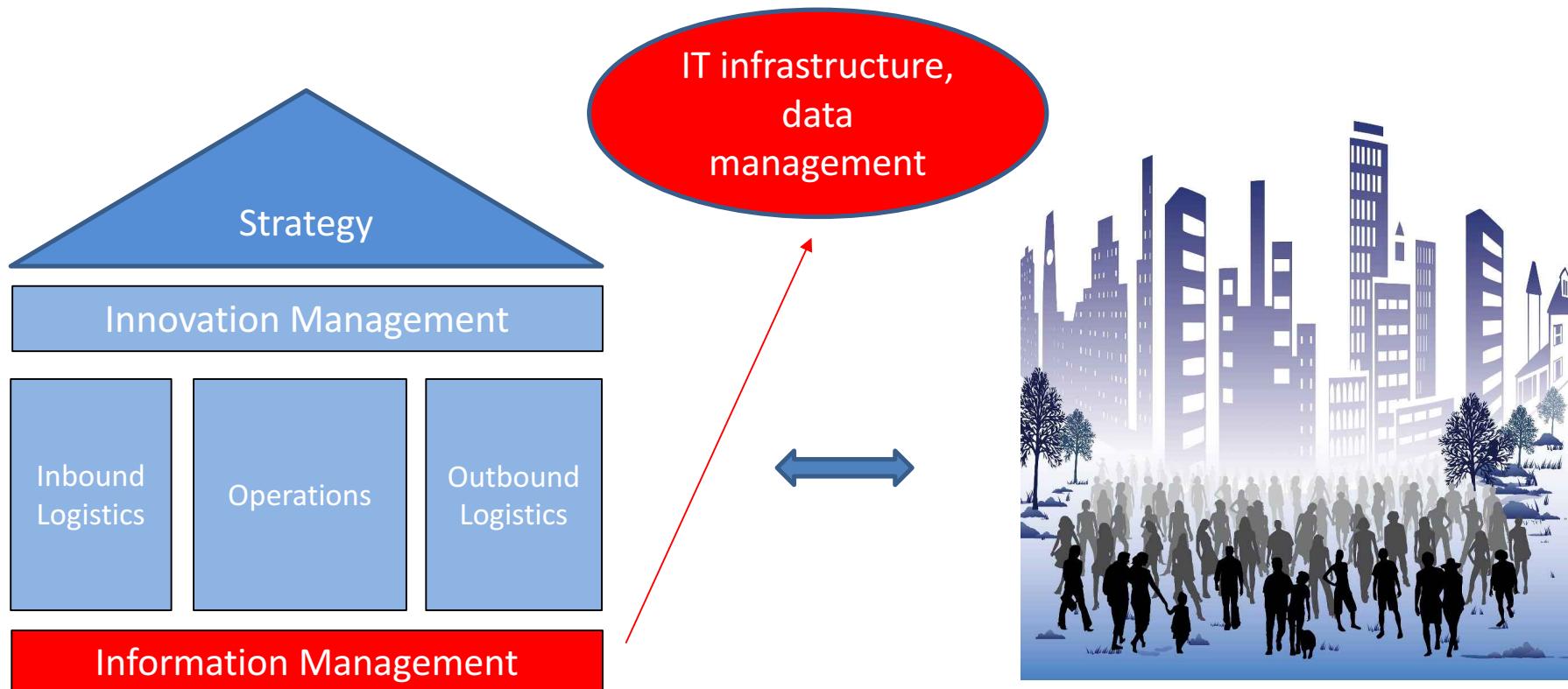
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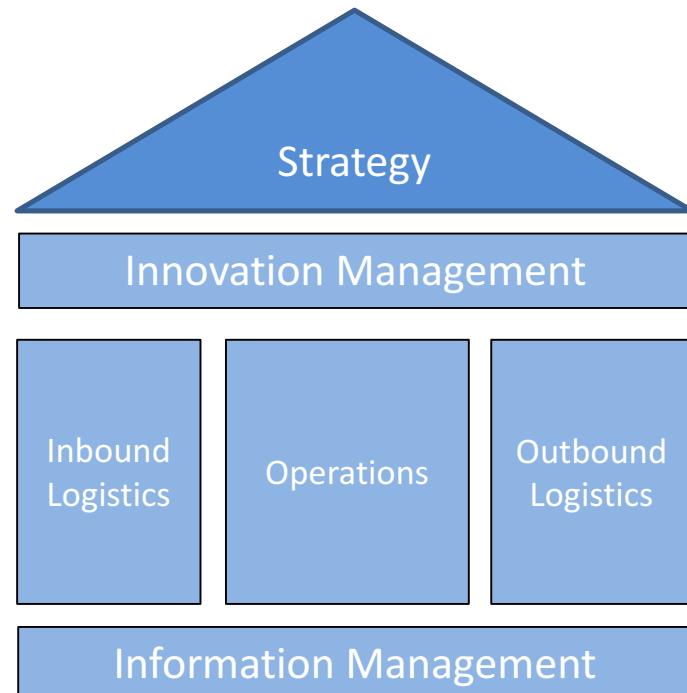
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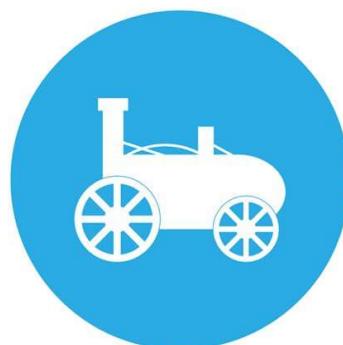
Second part of course: Project Work



The fourth industrial revolution

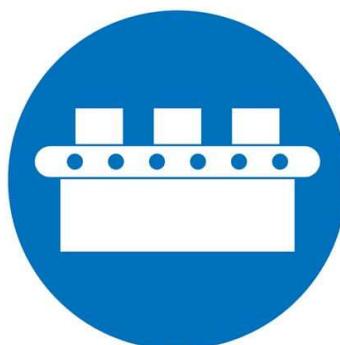
= “a technological revolution that is blurring the lines between the digital, physical & biological world” (Klauss Schwab)

1st revolution



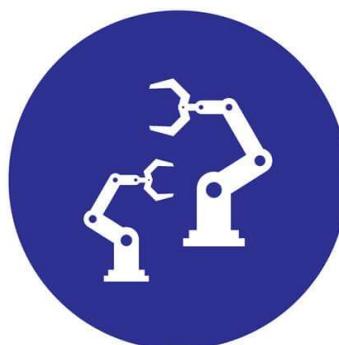
Mechanization, steam
and water power

2nd revolution



Mass production and
electricity

3rd revolution



Electronic and IT
systems, automation

4th revolution



Cyber physical
systems

Project work

How will companies change towards the future, to keep up with the ever increasing speed of technological and societal change?



→ Your task: Work in team on a project to develop an innovative business case for an existing company

List of companies

GEBERIT

INTERSPORT

Lindt
MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845




COLGATE-PALMOLIVE

MIGROS



CREDIT SUISSE

Project work

- Theory sessions give you an idea of the building blocks of an organization
- Purpose of project work sessions is to apply what you learned in the theory sessions in practice
- You will form multidisciplinary teams and work together for this part of the course
- Format: to develop an innovative business idea that innovates the current business model of the company

Project work: deliverable

- Project presentation on the 14th of May
- Counts for 30% of your final grade!

To do by 2nd of April (first project session)

- Enroll in groups on Moodle
- Pick a company from the list for your project work (see Moodle!)

Course Schedule (08:15-11:00, HG D 7.1)

Date	Session	Topic	Chair	Lecturer
20/02	Theory	Introduction + Technology Entrepreneurship	Chair of Entrepreneurship	<i>Prof. Dr. Bart Clarysse</i>
27/02	Theory	Data Management and Information Systems	Chair of Management Information Systems	<i>Prof. Dr. Stefan Feuerriegel</i>
05/03	Theory	Strategic Management	Chair of Strategic Management and Innovation	<i>Dr. Nina Geilinger</i>
12/03	Theory	Productions and Operations Management	Chair of Productions and Operations Management	<i>Dr. Maricella Arellano</i>
19/03	Theory	Sustainability	Chair of Sustainability	<i>Dr. Julija Gergek</i>
26/03	Theory	Innovation Management	Chair of Information Management	<i>Prof. Dr. Stefano Brusoni</i>
02/04	Project Work			
09/04	Project Work			
23/04	Project Work			
30/04	<i>No Class</i>			
07/05	Project Work			
14/05	Final presentations			
28/05	<i>No Class</i>			

Credit conditions

- 351-0778-00L (3 ECTS) „Discovering Management“
 - Written examination (multiple choice exam): 70% of final grade
 - Final presentation of project work: 30% of final grade
- 351-0778-01L (+1 ECTS) „Discovering Management“ (extra credit)
 - In addition to the above, students taking this extra credit will be required to hand in a written report of the business case which will be evaluated and graded
 - Note: there will be no class from 11.00 to 12.00
- Attendance to lectures is highly recommended in order to pass the exam and the group assignment

Coordination and contact information

- Lien De Cuyper (overall coordination): ldecuyper@ethz.ch
- Clarisse Alpaert (teaching assistant support): calpaert@ethz.ch
- Administrative questions: Prisca Rohr-Steinmann (prohr@ethz.ch)
- For questions about theory sessions: contact lecturers