

Launching and Leading the Venture

UGRA_016152

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	4
Teacher responsible	Riera Calvo Joan - joan.riera@esade.edu De Setti Boarati Marko Aurelio - marko.setti@esade.edu

Course Goals

1. Understand the core elements required for a successful go-to-market strategy for new ventures.
2. Learn strategies to determine product-market fit.
3. How marketing concepts apply to new ventures (i.e. segmentation, targeting, positioning, setting up marketing communications).
4. Learn the basics of Marketing Digital Strategies to attract early customers
5. Understand retention strategies and programs
6. How to determine price?
7. Understand the principles to assemble and manage a founding team
8. How to lead an early venture team?

Previous knowledge

Basic knowledge of some Business Administration topics such as Marketing, Finance, Operations

Prerequisites

Identifying the Opportunity Class

Recomended courses

Marketing, Operations, Leadership

Description

Course contribution to program

For students to acquire the minor in Entrepreneurship, they must complete three courses. This is the second one after Identifying the Opportunity where students learned strategies to ideate, prototype and develop their early stage business idea to pitch to investors.

In this course, students will learn how to set up their ventures after they acquired some funding (either private or from investors).

They will gain a comprehensive understanding of the core elements required for a successful go-to-market strategy for new ventures such as Marketing, Unit Economics, Operations and Team

Management. The main objective is to determine if the business is set up for achieving a major milestone in building a venture: Product-Market fit.

Some essential concepts that will be reviewed in depth are Segmentation, Targeting, Digital Marketing Strategies to Acquire and Retain Customers, Pricing, Assembling and Managing a Team, etc.

Upon completion of this course, you will be equipped to create a solid strategy to launch and lead your venture, and you will be prepared for the final module in the Entrepreneurship Minor: Financing & Growing the Venture.

Short description

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They will gain a comprehensive understanding of the core elements required for a successful go-to-market strategy for new ventures such as Marketing, Unit Economics, Operations and Team Management. The main objective is to determine if the business is set up for achieving a major milestone in building a venture: Product-Market fit.

Activities

In-class discussions and debates

Group presentations

Project development and presentation

Case study analyses

Content

#	Topic
1	Introduction to Venture Setup and Funding
2	Core Elements of a Go-To-Market Strategy
3	Customer Segmentation and Targeting
4	Customer Acquisition and Retention
5	Pricing Models
6	Operations Management
7	Assembling and Managing Teams

Assessment

Tool	Assessment tool	Category	Weight %
Group project		Retake and ordinary round	50.00%
In-class analysis and discussion of issues		Retake and ordinary round	20.00%
Attendance and punctuality		Retake and ordinary round	10.00%
Individual or team exercises		Retake and ordinary round	20.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 4 (Optative)

BBA20 Year 1 (Optative)

BBA20 Year 3 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBE20 Year 1 (Optative)

BBE20 Year 3 (Optative)