15.394
Designing and Leading the Entrepreneurial Organization

MIT Sloan School of Management
Mechanics of the Course

Grading: 50% Class Participation (Optional Case Write-ups)
50% Final Project
Course Objectives

- Think analytically about how to design an organizational system.
- Assess your own leadership ability, style and social network.
- Recognize how leaders, especially founders, play a critical role in shaping an organization’s culture.
- Understand what needs to be done to build a successful organization for the long-term.
15.394: Designing and Leading the Entrepreneurial Organization

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<th>Strategy &amp; Organizational Design</th>
<th>Leadership</th>
<th>Organizational Processes</th>
<th>Human Resource Management</th>
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<td>Entrepreneurship</td>
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This course is different

Material: Cases
Data: More qualitative than quantitative
Analysis: Rigorous diagnosis
Careful action planning
Sophisticated cause and effect models
Frameworks: Tools to develop your own “theory”
Answers: Some are better than others
Starting Point: You are not a blank slate
Goal: Maximize your potential over long run
Types of learning

- Diagnostic tools, conceptual notes, academic frameworks
- Action planning and implementation
- Personal learning, reflection
Case Discussion

Erik Peterson (A)
The Leader’s Network

- Superiors
- Peers
- Subordinates
- Government Press Public
- Professional Contacts
- Customers Suppliers Competitors

General Manager
Conclusion

Next Class:
- Erik Peterson (C,D,E) and Richard Jenkins
- Course Overview, Expectations & Grading