

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.



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Strategy & Organizational Design	Leadership	Organizational Processes	Human Resource Management
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Entrepreneurship

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



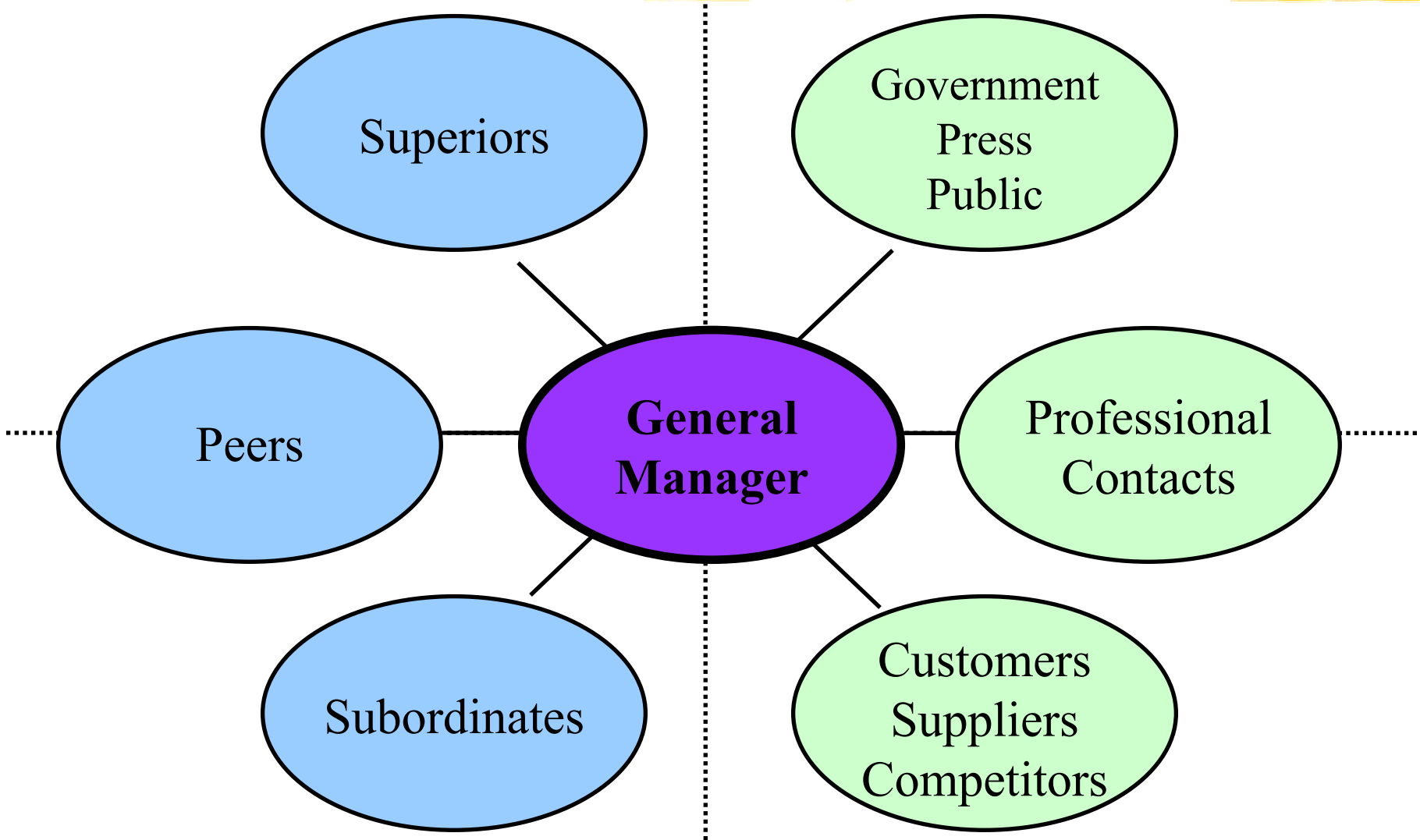
- ❖ Diagnostic tools, conceptual notes, academic frameworks
- ❖ Action planning and implementation
- ❖ Personal learning, reflection

Case Discussion



Erik Peterson (A)

The Leader's Network



Conclusion



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