

Business Development Lab II.

Description

1. Business Planning (Gantt, WBS, Resource levelling)
2. Team Dynamics & Organization (KEYS framework)
3. Strategy & Risk Management (RACI matrix and risk analysis tools)
4. Legal & IPR
5. Growth & Exit Strategies
6. Start Up and Business Evaluation Metrics
7. International Entrepreneurship (BATNA and other negotiation tools)

Literature

- Govindarajan Vijay, and Chris Trimble. *Beyond the Idea: Simple, powerful rules for successful innovation*. New York, NY: St. Martin's Press, 2013.
- Nigel Slack , Alistair Brandon-Jones and Robert Johnston. *Operations Management* ,Pearson, 7 edition (January 26, 2014)
- Blank, Steven G, and Bob Dorf. *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company*. Pescadero, Calif: K & S Ranch, Inc, 2012. Print.
- Eric Ries, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* Crown, Publishing Group, 2011
- Peter Drucker, Ferdinand Drucker, Taylor & Francis, *Innovation and Entrepreneurship*, 2007