

Syllabus

Entrepreneurial Leadership

Fall 2013

Lecture	Topics	Assignments
1 (9/12)	The critical link between leadership and entrepreneurial success & How the class is organized	1. HBS Case 9-805-150: Founder CEO Succession at Wily Technology Class Primer Questionnaire
2 (9/17)	What is a leader	2. HBR R0111F: Kotter: What Leaders Really Do, 11 pg 3. DeBono, The Six Hats, pgs 1-26
3 (9/19)	What is an entrepreneurial leader, Part I	4. SL: Chapter 2 5. Kelley, Art of Innovation, pgs 55-66
4 (9/24)	Relationship Building	6. SL: Chapter 4, Relationship Building 7. DL Case: The Uncle on the Board, 9 pgs
5 (9/26)	What is an entrepreneurial leader, Part II	8a. Myers, Gifts Differing: pgs 1 - 15 Take MBTI (Myers Briggs Type Inventory)
6 (10/1)	Leading Yourself, Part I	8b. Myers, Gifts Differing: pgs 53 - 121
7 (10/3)	Motivating Others	9. Ryan and Deci, Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being, American Psychologist, Jan 2000, p68-78 10. Daniel Pink, Drive, Riverhead (New York), pages 32 - 79
8 (10/8)	What is an entrepreneurial leader, Part III	11. SL: Chapter 3, Enterprises are needy 12. HBS Case 9-809-046: Frank Addante, Serial Entrepreneur
9 (10/10)	Project and process Management	13. SL: Chapter 6, Leading Change 14. Andy Grove, High Output Management, Vintage (New York), pgs 3 - 36
10 (10/15)	Organizational Culture, Part I	15. Schien, Organizational Culture, American Psychologist, Feb 1990, p109-119
11 (10/17)	Leading Yourself, Part II	16. HBR (R0501G), How to Play to Your Strengths, by Roberts et. al., 5 pgs 17: SL: Chapter 7: The Personal Leadership Strategy
12 (10/22)	Leading Change, Part I	18. HBS Case 9-987-057/058/059/060: Negotiating Corporate Change
13 (10/24)	Organizational Culture and Leading Change, Parts II	19. HBS Case 9-406-111: Adrian Ivenson and HCNR
14 (11/5)	Hiring and Firing	12. HBS Case 9-809-046: Frank Addante, Serial Entrepreneur 20. SL: Chapter 10, Hiring and Firing
15 (11/7)	Project and process Management II	
16 (11/12)	Leading Teams, Part I	21. Darden Case UVA-OB-0876: Team Dynamics at Initech 22. SL: Chapter 11, Leading Teams
17 (11/14)	Leading Teams, Part II, The Board of Directors (BOD)	23. Stanford GSB E-201: Three Common CEO Missteps, 10 pgs
18 (11/19)	Managing crises	24. SL: Chapter 12, Leading Through Crises
19 (11/21)	How ethics define you	25. HBS Case 9-403-114: Martha McCaskey
20 (11/26)	Leading Teams, Part III, Sales	26a. Fried & Hansson, ReWork, pgs 1 - 148 27. The 10 Laws of Sales Success; http://www.entrepreneur.com/article/65984 28. Rosen, Complete Idiot's Guide to Cold Calling, Alpha (Indianapolis), pgs 3 - 22 & 39 - 74
21 (12/3)	Types of entrepreneurs	26b. Fried & Hansson, ReWork, pgs 149 - 271
22 (12/5)	The Role of Strategy	29. SL: Chapter 8, Entrepreneurial Strategy 30. HBS Case 9-811-085: ABICI 21 pgs
23 (12/10)	New Idea Day	
24 (12/12)	What's at Stake?	31. HBS Case 9-810-077: Knight the King, The Founding of Nike