

**Digital Entrepreneurship**  
**(SECS-P/08)**  
**Laurea Magistrale (MSc) in Marketing**  
**4 ECTS**

Prof. Marcos Westphalen

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**Prerequisites/Requirements**

This course requires advanced knowledge of Business Administration and Digital Business. Students should also have a basic knowledge of Marketing and Finance as well as strong Presentation skills.

**Expected Learning Outcomes**

This course aims to offer students a framework to understand and structure their own digital businesses. The sessions build on current market trends as well as core concepts and tools to help students understand the present and future panorama of Internet-based businesses. The proposal consists of working on the theoretical basis of recognized authors in the field of digital, combining it with cases and perspectives that provide a practical angle to the phenomenon. This will equip participants with a simple, powerful framework for the development of an Internet-based business plan to be presented to potential investors.

The course will address the following questions:

- What are the main trends that will shape and/or disrupt the future of the Internet?
- What are proven Internet-based business models and how do they work?
- How is the advertising business model challenged today by the rise of ad blocking?
- How are marketplaces built?
- What are the reasons for digital startups to fail? What are the reasons to succeed?
- How can I generate ideas for new businesses and turn these into a compelling opportunity?
- How can I translate a business model into a well-crafted plan and pitch?

The objectives are:

- Understand important digital trends and develop skills to anticipate new trends
- Learn how Internet-based business models work
- Develop a skill to generate novel business ideas and turn these into business models

**Assessment Method**

Students will be evaluated with the following criteria:

- Assignments and class participation (55%), individual
- Final presentation of investor pitch (35%), in groups of 3 (three)
- Mid-term presentation of business idea (10%), in groups of 3 (three)

**Final presentation of investor pitch:** In groups of max 3 (three), the students will deliver a presentation of 30 minutes per group supported with slides (recommended length of 15 to 20) that should be sent to the professor in advance to the presentation. The students are expected to utilize 3-5 concepts learnt during the previous sessions. The peers will provide feedback to each group. The professor will do the final assessment.

**Mid-term presentation of business concept:** In groups of 3 (three), the students will deliver a presentation of 15 minutes per group to showcase their business concept prior to the final presentation. The use of max 3 slides is recommended.

**Assignments and class participation:** Classes will be structured around a main presentation delivered by the professor, complemented by lectures and in-class activities, such as case discussions and experiential exercises and activities. In order to get the most out of this course, it is important that students read the required materials for each class and participate proactively and effectively. Students are encouraged to ask questions, share their views and comments on the topics being discussed and provide examples of their own personal and professional experiences.

## Course Schedule

SESSION AND DATE	CONTENT
Session 1 - 04-11-2019	Introduction to Digital Entrepreneurship Building Web 2.0 Business Plans Internet Trends
Session 2 - 05-11-2019	Introduction to Internet-based Business Models Business Models I: Advertising The Economy of Free The Ad Blocking Challenge
Session 3 - 06-11-2019	Business Models II: Subscription Business Models III: E-Commerce The Two-Sided Marketplace The Rise of the Sharing Economy
Session 4 - 07-11-2019	Digital Transformation of Traditional Businesses Keys to Starting a New Digital Business
Session 5 - 08-11-2019	Presentation of Investor Pitches Discussion and Feedback

## Assignments and Reading Material

Please find below the assignments and *mandatory* reading material for each session. For additional reading material on a given topic, students are encouraged to contact the professor at [mwestphalen@google.com](mailto:mwestphalen@google.com).

### Session 1 - 04-11-2019

- Assignment 1: Create groups of 3 (three) students each.
- Originals: How Non-Conformists Move The World. Adam Grant. 2017. Chapters 1-2. Link to book: <https://www.amazon.com/Originals-How-Non-Conformists-Move-World/dp/014312885X/>.
- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Eric Ries. 2011. Chapters TBD. Link to book: <https://www.amazon.com/Lean-Startup-Entrepreneurs-Continuous-Innovation/dp/0307887898/>.
- Web 2.0: A Strategy Guide: Business Thinking And Strategies Behind Successful 2.0 Implementations. Amy Shuen. 2008. Pages 168-172. Link to book:

<https://www.amazon.com/Web-2-0-strategies-successful-implementations-ebook/dp/B0026OR33A/>.

- The Mobile Mind Shift: Engineer Your Business To Win In The Mobile Moment. Ted Schadler, Josh Bernoff and Julie Ask. Forrester Research. 2010. Chapters 1 and 8. Link to book: <https://www.amazon.com/Mobile-Mind-Shift-Engineer-Business-ebook/dp/B00KADTR74/>.
- Cars As Feature Phones. Benedict Evans. 2017. Link to article: <http://ben-evans.com/benedictevans/2017/01/10/cars-as-featurephones>.

### **Session 2 - 05-11-2019**

- Free: How Today's Smartest Businesses Profit By Giving Something For Nothing. Chris Anderson. 2010. Chapter 2. Link to book: <https://www.amazon.com/Free-Smartest-Businesses-Something-Nothing/dp/140131032X/>.
- Inside Forbes: From The 'Original Sin' To Ad Blockers - And What The Future Holds. Link to article: <https://www.forbes.com/sites/lewisdvorkin/2016/01/05/inside-forbes-from-original-sin-to-ad-blockers-and-what-the-future-holds/#5de8924d7d48>.

### **Session 3 - 06-11-2019**

- The Long Tail. Chris Anderson. 2004. Link to article: <https://www.wired.com/2004/10/tail/>.
- Matchmakers: The New Economics of Multisided Platforms. David S. Evans. 2016. Chapters TBD. Link to book: <https://www.amazon.com/Matchmakers-New-Economics-Multisided-Platforms/dp/1633691721/>.
- Assignment 2: Groups to deliver 15-minute presentation on their business model ideas.

### **Session 4 - 07-11-2019**

- The Innovator's Dilemma: When Technologies Cause Great Firms to Fail. Clayton Christensen. 2016. Chapters TBD. Link to book: <https://www.amazon.com/Innovators-Dilemma-Technologies-Management-Innovation/dp/1633691780/>.
- Growth Engines: Case Studies of How Today's Most Successful Startups Unlock Extraordinary Growth. Sean Ellis. 2014. Link to book: <https://www.amazon.com/Startup-Growth-Engines-Successful-Extraordinary-ebook/dp/B00LA95B68/>.

### **Session 5 - 08-11-2019**

- Assignment 3: Groups to deliver a 20-minute presentation on their investor pitch and handover slides (max 8). Groups to respond questions from the professor and the group. More info about the structure of the presentations will be shared in session 1.