MGMT 265

Culture and Institutions of the Tech Sector: Bridging Research and Practice

Fall 2020, Quarter 1 (Sep 1 – Oct 15, TR 12-1:20 pm)

Professor: Lori Rosenkopf (rosenkopf@wharton.upenn.edu)
                Office hours: Tuesday 8-9 pm and Thursdays 10-11 am

TAs: Brian Hathaway (behathaw@wharton.upenn.edu)
                Jason Lee (lkwjason@wharton.upenn.edu)

Researchers and practitioners alike are fascinated by the culture and institutions of the tech sector – its people, practices, and organizations. In MGMT 265, we explore this sector using a combination of academic research papers, popular press articles and alumni involvement. Live sessions feature panel discussions of key topics with Wharton/Penn alumni from the tech sector. Pre-session videos summarize research findings and introduce alumni panelists and researchers.

Learning objectives

- Understand the managerial, organizational, and regional institutions that characterize the tech sector, with particular emphasis on the San Francisco Bay Area
- Forge connections with our tech-focused, west coast alumni
- Build critical thinking skills by assessing the applicability of research findings across time, geography, industry, and practices

Session guide

1	Intro
2	Does location matter? Regional advantage
3	Nurturing new ventures: Accelerators
4	Matching investors and entrepreneurs: Overcoming biases
5	Getting resources: Finding the right investor
6	Group meetings with teaching team
7	Reforming and refining ideas: Achieving product-market fit
8	Serial entrepreneurship
9	Improving offerings through business experimentation
10	Founder succession
11	Group meetings with teaching team
12	Exits: Tech deals
13	Talent management
14	Conclusion

Required deliverables and grading (see Canvas for full details)

- Reaction papers (choose 4 of 5)   12 points
- Participation:
    - Attend sessions (at least 12 of 14)   6 points
    - Guest question submissions (at least 4 of 10)   6 points
    - In-session activity (warm call, chat box)   6 points
- Discussion rounds - post one article and two replies (choose 2 of 10)   10 points
- Group project – assess generalizability of research finding:
    - Interim progress reports (2)   10 points
    - Video highlighting findings   10 points
    - Feedback to another group's video (2)   10 points
    - Final written report   30 points

Class policies

- Add/drop: Since this class is only half a semester long, the add/drop period is abbreviated. No adds will be processed after the first week of class. Drops after week 3 will be issued a W for withdrawal.
- Attendance: You are expected to attend all class sessions with your video on and your name clearly specified on your video screen. If geographic, health or technology issues pose challenges, please inform the teaching team so we can make accommodations.