MGMT 265

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

Spring 2022, Quarter 3 (Jan 13 – Mar 1, TR 3:30-5 pm)

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                  Office hours: Tuesdays 11 am – 12 noon ET and Thursdays 7:30-8:30 pm ET

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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 alumni
- Build critical thinking skills by assessing the applicability of research findings across time, geography, industry, and practices

Session guide

1	Introduction
2	Nurturing new ventures
3	Product-market fit
4	Serial entrepreneurship
5	Finding the right investor
6	Group meetings with teaching team
7	Overcoming funding bias
8	Talent management
9	Business experimentation
10	The geography of entrepreneurship
11	Group meetings with teaching team
12	Tech acquisitions
13	Group presentations
14	Young alumni panel

Required deliverables and grading (see Canvas for full details)

- Reaction papers (choose 4 of 5)   16 points
- Discussion rounds - post one article and two replies (choose 2 of 10)   12 points
- Participation:
    - Guest question submissions (at least 4 of 10)   6 points
    - Session attendance (at least 12 of 14)   6 points
    - In-session activity (speaker questions and chat box)   6 points
- Group project – assess generalizability of research finding:
    - Interim progress reports (2)   8 points
    - Video highlighting findings   10 points
    - Feedback to another group's video (2)   6 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.