

Syllabus for Field Study Seminar:
Entrepreneurship and Innovation Shaped by
Crises

3:00PM Thu, Sep 3, Aldrich Hall 211 (Classroom)

TOPIC

Crisis in an Industry

MATERIALS

[Innovation and Entrepreneurship Shaped by Crises: Course Overview](#)



RealNetworks Rhapsody (804142)

3:00PM Thu, Sep 10, Aldrich Hall 211 (Classroom)

TOPIC

3:00PM Thu, Sep 17, Aldrich Hall 211 (Classroom)

TOPIC

Crisis in a Region

MATERIALS

McDonald's Russia: Managing a Crisis (503020)

EC Weeks 1 & 2 Packet

3:00PM Thu, Sep 24, Aldrich Hall 211 (Classroom)

TOPIC

3:00PM Thu, Oct 1, Aldrich Hall 211 (Classroom)

TOPIC

Crisis at a Firm

GUEST SPEAKER

Steve Goldstein, CEO

MATERIALS

Alacra, Inc. (810012)

EC Weeks 1 & 2 Packet

Syllabus for Field Study Seminar:
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3:00PM Thu, Oct 8, Aldrich Hall 211 (Classroom)

TOPIC

3:00PM Thu, Oct 15, Aldrich Hall 211 (Classroom)

TOPIC


Guest Speakers (order may be shuffled to accommodate schedules):

Prof. Iqbal Quadir


Arjan Schutte

Sung Park


GUEST SPEAKERS

 Prof. Iqbal Quadir

Founder GrameenPhone and Emergence BioEnergy, Legatum Center at MIT on Opportunities in developing economies

 Arjan Schutte

Managing Partner, Core Innovation Capital and Associate Director, CFSI on Opportunities to provide financial services to the under-banked

 Sung Park

CEO Umagination Labs, Founder, Custom Clothing Technology on Opportunities in serving unmet needs created by macro-trends (aging demographics, clean water needs, etc.)

3:00PM Thu, Oct 22, Aldrich Hall 211 (Classroom)

TOPIC

Syllabus for Field Study Seminar:
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3:00PM Thu, Nov 5, Aldrich Hall 211 (Classroom)

TOPIC

GUEST SPEAKERS



Erika Wagner

Executive Director, X-Prize Lab, MIT on Opportunities in using contests to crack Big Problems



Charlie Burckmyer

Founder, KnobHill Partners on Opportunities in Search funds



Zen Chu

Founder, Accelerated Medical Ventures, 3DM Biomaterials, HPGarage New Technology Ventures, on Opportunities in healthcare delivery

3:00PM Thu, Nov 12, Aldrich Hall 211 (Classroom)

TOPIC

3:00PM Thu, Nov 19, Aldrich Hall 211 (Classroom)

TOPIC

GUEST SPEAKERS



RP Eddy

Founder, Ergo on Opportunities in geo-political issues and risks



Makarand Chipalkatti

Head of Innovation, Osram Sylvania on Opportunities in re-inventing in the light bulb



Bharat Puri

Cadburys Global Head of Chocolate, Member Chief Executives Committee, former CEO, Cadburys India on Opportunities in crisis management for a global mega-brand



Angela Peri

Founder, Boston Casting on Opportunities in launching new business lines during an economic downturn

Syllabus for Field Study Seminar:
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3:00PM Thu, Dec 3, Aldrich Hall 211 (Classroom)

TOPIC

Student 5-minute presentations to peer sub-groups

3:00PM Thu, Dec 10, Aldrich Hall 211 (Classroom)

TOPIC

Selected student presentations of business plans