Syllabus: Networks and Organizations

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Location: TUM School of Management, München
Date: June 20th, 2022 – June 24th, 2022

COURSE OBJECTIVES
The study of networks has become crucial for the understanding of organization. In this class, we discuss research on social networks and examine how it informs our understanding of organizations – informing a variety of topics such as strategy, innovation, or entrepreneurship.

The goal of the class is to understand the theory as well as the methods underlying research on social networks.

ASSIGNMENTS
For each class you have to prepare a short memo about the paper. The memo should be no more than 1 ½ page long. Do NOT summarize the readings. Outline instead how they relate to one another, for example how does one paper add to the finding of another paper. Also, use the end of the memo to suggest in 2-3 sentences a related idea you may study. You need to submit the memo by email before the class starts.

In the last session you need to present an idea for a research project on paper. The presentation is 10 minutes long. You do not need to have data – but an idea for a research design on how the question could be studied should be there. You can bring slides – but you do not have to.

GRADING
1) Class Memo (50 %)
2) Class Presentation (20 %)
3) Class Participation (30 %)
CLASSES AND READINGS

(1) Introduction & Nature of Ties - Monday – June 20th: Morning Session


Optional


(2) Weak Ties and Brokerage - Monday – June 20th: Morning Session


Optional


(3) Partner Selection - Tuesday – June 21st: Morning Session


Optional


(4) Tie Evolution - Tuesday – June 21st: Afternoon Session

(5) Multiplexity and Competition – June 22nd: Morning Session

(6) Network Perception - Wednesday – June 22nd: Afternoon Session

(7) Networks, Innovation, and Creativity - Thursday – June 23rd: Morning Session
(8) Diffusion, Information Flow, and Learning - Thursday – June 23rd: Afternoon Session


(9) People in organizations - Friday – June 24th: Morning Session

- Piezunka, H. and T. Grohsjean: “Peer Competition among Firms Sharing the same Partner: Divergent Effect on Firm- and Employee-Success”

(10) Your ideas - Friday – June 24th: Afternoon Session

In this session you present your ideas.
ABOUT THE INSTRUCTOR

Henning Piezunka is an Associate Professor of Entrepreneurship at INSEAD. He obtained a Diplom Kaufmann from the University of Mannheim (Germany), a Master of Science from the London School of Economics (UK), and a PhD from Stanford University (US). At Stanford, he received the scholarship in computational social science. Henning is a researcher in the areas of competition and innovation and publishing his work in top academic journals (e.g., the *Administrative Science Quarterly; Academy of Management Journal*; and *PNAS*).

Before entering academia, he co-founded an IT company in 1998 and was the founder-CEO before selling it in January 2016. By 2016 Henning’s company employed more than 30 people and served customers in more than 80 countries.

Henning’s teaching focus is on the class “New Business Ventures”. He teaches the class for MBAs as well as for Executive MBAs. Henning has received outstanding teaching ratings, has been on the INSEAD Dean’s list for excellence in MBA teaching, and has won the INSEAD best teacher award multiple times.