Syllabus: Networks and Organizations
Henning Piezunka (Instructor)
Associate Professor
henning.piezunka@insead.edu

Location: TUM School of Management, München
Date: July 10th, 2023 – July 14th, 2023

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 papers. The memo should be no more than 2 pages long (font size 12; double spaced, Times New Roman). 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. Please write into the subject simply “Memo for Session [Session Number]”. While the focus should be on the readings assigned for the focal session, I encourage to also draw upon and integrate readings from other sessions.

GRADING
1) Class Memo (50 %)
2) Class Participation (50 %)
CLASSES AND READINGS

(1) Introduction - Monday – July 10th: Morning Session: 9:00 – 12:00

(2) Partner Selection - Monday – July 10th: Afternoon Session: 14:00 – 17:00

(3) Tie Evolution - Tuesday – July 11th: Morning Session: 9:00 – 12:00


(4) Competition – Tuesday – July 11th: Afternoon Session: 14:00 – 17:00


(5) Networks, Innovation, and Creativity - Wednesday – July 12th: Morning Session: 9:00 – 12:00


Please let me know which reading from other (prior) sessions you find helpful for this session at the beginning of the class.


Please let me know which reading from other (prior) sessions you find helpful for this session at the beginning of the class.

(8) Network Agency - Thursday – July 13th: Afternoon Session: 14:00 – 17:00

Please let me know which reading from other (prior) sessions you find helpful for this session at the beginning of the class.

(9) Fitting in - Friday – July 14th: Morning Session: 9:00 – 12:00

Please let me know which reading from other (prior) sessions you find helpful for this session at the beginning of the class.

(10) Diversity and Networks - Friday – July 14th: Afternoon Session: 14:00 – 17:00


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). Henning studies how organizations can be more innovative and effective by being more structurally inclusive. He has expertise on family businesses, crowdsourcing, social networks, 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, Organization Science, 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.