

15.232: Business Model Innovation for Global Health Fall 2015 (H1) Syllabus Overview

Date	Topic	Case	Readings required and [optional]	Due
1 Th 10 Sept	Global health challenges in reaching scale; Franchising and other business models.	CFW shops (PBS video)	Fieldston, Terwiesch & Altschuler Serrat Pralhad & Mashelkar [Pindyk] [Bishai et al] [Beyeler, De La Cruz & Montagu]	
2 Tu 15 Sept	Cooperative approaches as growth strategies; In-class rapid mixer	Hello Healthcare* (Ivey case)	Guest 2011 [Guest 2015]	2-page individual managerial briefing paper; Team selection*
3 Th 17 Sept	Public-private collaboration and intrapreneurship	SMS For Life A* (IMD case)	Sastry [Sekhri, Feasibility & Ni]	
4 Tu 22 Sept	Innovations in operational efficiency and potential for scaling up	Riders for Health* (Stanford case); video	Yadav, Stapleton & Wassonhove [Blakemore] [additional videos]	1-2 slides on initial description of organization's health focus
5 Th 24 Sept	Franchising, and how to tap into an army of healthcare workers	Living Goods* (ICMR case)	Blakemore, Deedler & Miller Beyeler, Briegleb & Sieverding Possible additional reading TBA	
6 Tu 29 Sept	Business thinking, innovation, and scale	Avahan Intra Anal Serosorting Initiative (GHD case)	Kim, Farmer & Porter [Sgauer et al] [Whatigan et al] [Kusek, Wilson & Thomas]	1-2 slides on initial overview of organization
7 Th 1 Oct	Innovative strategy meets innovative operations: A systems thinking assessment	Ara and (TED video)	Rangan & Thulasiraj Gupta [Bhandari et al]	
8 Tu 6 Oct	Product development partnerships	Medicines for Malaria Ventures (Moran et al & Mehta et al excerpts)	[Jakobsen, Wang & Nwaka]	1-2 slides on initial analysis of strategy
9 Th 8 Oct	Organizational sustainability, efficiency, and scale	Narayana Hrudayalaya A* (HBS case)	Govindrajan & Ramamurti [Cook et al]	Draft deck; Meet TA to review
- Tu 13 Oct	NO CLASS			Executive summary; 2-3 slide deck excerpt
10 Th 15 Oct	Student team presentations and discussion	Fellow students' business case executive summaries	Govindrajan & Trimble* Onie, Farmer & Behfourouz [dePasse & Lee] [Seelos & Mair]	Day AFTER class: Final presentation deck and team learning memo

All readings and assignment instructions are on Stellar. Purchase *materials via Study.Net link

Optional materials in brackets []. Turn in assignments by class start on due date, on Stellar or in hard copy as instructed.

*Team selection by 11:59PM on Friday, September 12