DISCIPLINED ENTREPRENEURSHIP:
A SYSTEMATIC APPROACH FOR BUILDING INNOVATIVE PRODUCTS AND VENTURES

WHEN

May 4–6, 2026 - in person
Dec 8–11, 2026 - live online

PRICE

$5,300

WHERE

In Person - Cambridge, MA
Live Online - Zoom

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

There are many myths about entrepreneurship. For example, that successful entrepreneurs are born, not made. Or that entrepreneurs are mercurial individualists, that they love risk, and that they are undisciplined. In most cases it is quite the opposite; entrepreneurship is a skill that can be taught.

Led by Bill Aulet—MIT Professor, Managing Director of The Martin Trust Center for MIT Entrepreneurship, and longtime successful entrepreneur—this new course explores the framework outlined in his award-winning and international best-selling book *Disciplined Entrepreneurship: 24 Steps to a Successful Startup* and explains in detail the strategy and tools used by successful startup founders and corporate teams to build new ventures.

Taught in a highly interactive, action-oriented workshop style, the course introduces participants to the Disciplined Entrepreneurship framework through lectures, case studies, team exercises, and coaching from experienced entrepreneurs. Course content stresses the importance of the initial discovery phase, from brainstorming about products and services to defining potential customers. You will learn how and why to narrow your focus and find the sweet spot where your product or service meets customers and future loyal brand ambassadors. And you will walk away from the course with a comprehensive view of how to make, market, and sell a product that people want to buy.

Please visit our website for the most current information.

executive.mit.edu/dep

MIT MANAGEMENT EXECUTIVE EDUCATION

FACULTY*

Bill Aulet

Macauley Kenney

*Please note, faculty may be subject to change.

TAKEAWAYS

In this course, you will learn how to hone entrepreneurial skills and follow a framework for startup success. You will leave this course with a better understanding of:

- The importance of the initial discovery phase, from brainstorming about products and service to defining potential customers
- How to conduct primary market research—and why the quality of this research has an outsized impact on the success of your venture
- How and why to narrow your focus and find the sweet spot where your product or service meets customers and future loyal brand ambassadors
- The steps and resources required to scale a business
- Entrepreneurship as a framework to assess and improve antifragility in teams and companies

WHO SHOULD ATTEND

This course is designed for individuals and teams who wish to learn the Disciplined Entrepreneurship (DE) approach to:

- Enhance their entrepreneurial skills to make themselves more productive in their current jobs
- Start their own new venture and understand the process
- Interact and evaluate new ventures,
- Simply understand what entrepreneurship is and what it is not

Participants may be first time entrepreneurs, experienced entrepreneurs interested in doing it again, or members of large organizations that are developing, sponsoring, or investing in startup companies or are trying to improve their organization's innovation capacity.

The course was especially powerful because we applied the theory in class through active discussion and real business cases. The experience was intense and engaging, shaped by two-way interaction, thoughtful questions from classmates, and faculty who encouraged us to challenge assumptions.

OVERALL RATING | ★ ★ ★ ★ ★ – Marta S.

CONTACT INFORMATION

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