



The Augment MBA Curriculum

World-class business education, taught by the founders of
Wikipedia, Youtube, Shazam, Waze, and more.



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Augment.org



Online



Self-paced



\$1,750 tuition

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Kelly Richmond Pope, Accounting Professor & Writer

Welcome



Welcome to Augment

On average, people spend an average of 80,000 hours of their lives working.

99% of them have never studied business.

Studying business is critical for skill development and career advancement. Not doing it could cost you a lot over the course of a lifetime.

Augment cuts through the noise. We're about real skills, real growth, real success.

Whether you're looking for a promotion, to launch a venture, or to just build your wealth - Augment's got you covered.

Our MBA is laser-focused on what works in the business world: no fluff, all substance.

Our syllabus? The real-world business battleground.



Steve Chen, Co-Founder of YouTube
Renaud Visage, Founder of Eventbrite
Morin Oluwole, Tech Expert


Meet Your Instructors




YouTube
Steve Chen
FOUNDER OF YOUTUBE



WIKIPEDIA
Jimmy Wales
FOUNDER OF WIKIPEDIA



Google
Ann Hiatt
EX-GOOGLE AND AMAZON



Lime
Caen Contee
FOUNDER OF LIME



Morin Oluwole
TECH EXPERT



eventbrite
Renaud Visage
FOUNDER OF EVENTBRITE



SHAZAM
Chris Barton
FOUNDER OF SHAZAM



waze
Uri Levine
FOUNDER OF WAZE



BCG
Rend Stephan
EX-MANAGING DIRECTOR AT BCG



HUCKLETREE
Gabriella Hersham
FOUNDER OF HUCKLETREE



Kelly Richmond Pope
BEST-SELLING AUTHOR



Jeffrey Gitomer
BEST SELLING AUTHOR

Strategy & Innovation

Module 1

Strategy & Innovation

This introductory module delves into the core principles that guide decision-making and problem-solving in the business world.

Each unit is based on concrete, practical and actionable frameworks drawn from the experiences of two of the world's most successful entrepreneurs - Uri Levine, Founder of Waze, and Jimmy Wales, Founder of Wikipedia.

This Module Covers

- The Problem-Oriented Mindset
- Steve Blank's Value Proposition Formula
- Assessing Market Opportunities
- The Customer Discovery Journey
- Selecting A Business Model
- The Customer-Centric Approach
- The Product Adoption Curve

Case studies include

- 📄 Why would advertising hurt Wikipedia's business?
By Jimmy Wales - Founder of Wikipedia
- 📄 Waze's Customer Segmentation Framework
By Uri Levine - Founder of Waze
- 📄 Market-Sizing: Waze's Qualification Matrix
By Uri Levine - Founder of Waze



Uri Levine, Founder of Waze

Entrepreneurship

Module 2

Entrepreneurship

Entrepreneurship is an art that is not just about building companies. It's a mindset - a way to look at products and team building, value creation and operating in the business world.

Adopting an entrepreneurial mindset is key to success at all stages of business.

This module will provide you with insights into how the world's most brilliant entrepreneurs spot ideas, find customers and scale businesses.

You'll gain insight into how to spot the right ideas and turn them into successful companies.

This Module Covers

- The Entrepreneurial Mindset
- The Three Ingredients of a Business Idea
- Build a Minimum Viable Product
- Building an Minimum Viable Product
The Art of Pivoting
- Blue Ocean vs. Red Ocean Markets
- Go-To Market Strategies

Case studies include

- 📄 Life After Shazam: Why Chris Barton Joined Dropbox and Google.
By Chris Barton - Founder of Shazam
- 📄 Competing with Giants: How Wikipedia took on Google
By Jimmy Wales - Founder of Wikipedia
- 📄 The Niche Behind Eventbrite's Success
By Renaud Visage - Founder of Eventbrite



Gabriela Hersham, Founder of Huckletree

Leadership

Module 3

Leadership

This module will provide you with the knowledge needed to lead businesses of all sizes, from start-ups to SMEs to multinational corporations.

At the heart of this module is one simple truth: true leaders create clarity and fight complexity for those around them - in their organizations, products, operations, marketing... You name it.

Leadership is what brings a team together to execute a vision and a strategy . A good leader knows how to navigate through complexity, develop the strengths of colleagues and employees.

This Module Covers:

- Setting stretch goals: the OKR Framework
- The Sandboxing Framework
- Aligning Missions, Goals and Results
- Task Prioritization Techniques
- Understand and Combating the HIPPO Effect
- Becoming a Heat Shield
- Overcoming the Imposter Syndrome
- The Anti-Complex Framework

Case studies include

- 📄 Running Effective Meetings: Amazon's Two Pizzas Rule
By Ann Hiatt, Google's First Chief of Staff
- 📄 Creating Time for Thinking: Lessons from Jeff Bezos and Eric Schmidt
By Ann Hiatt, Google's First Chief of Staff
- 📄 The incremental Paradox - Lessons from Boeing
By Rend Stephan



Ann Hiatt, Chief of Staff of Jeff Bezos

Sales



Module 4

Sales

Sales is for everyone in business. In this section, you'll delve into the art and science of sales. This module is designed to equip any entrepreneur and business leader with the tools to drive business growth across industries.

Focused on practical strategies and rooted in modern business scenarios, this course is designed to provide students with the skills needed to thrive in today's competitive marketplace.

You'll delve into the sales process, exploring critical areas like prospecting, relationship building, negotiation, and closing techniques.

This course is taught by Jeffrey Gitomer, author of the Best Selling Sales Book of All Time - *The Little Red Book of Selling*

#1 *The New York Times*
BEST-SELLING AUTHOR

This Module Covers

- Discovering the Buying Motive
- Risk Reversal
- Asking the Right Questions
- Communicating in terms of "them"
- Mastering the Pitch



Jeffrey Gitomer, Best selling sales author

Business Operations

Module 5

Business Operations

In this module, we'll explore the heartbeat of businesses: operations.

From the different types of growth to processing customer feedback and forging partnerships, we'll be looking under the hood of many successful businesses to analyze the operations they put in place to gain a competitive edge.

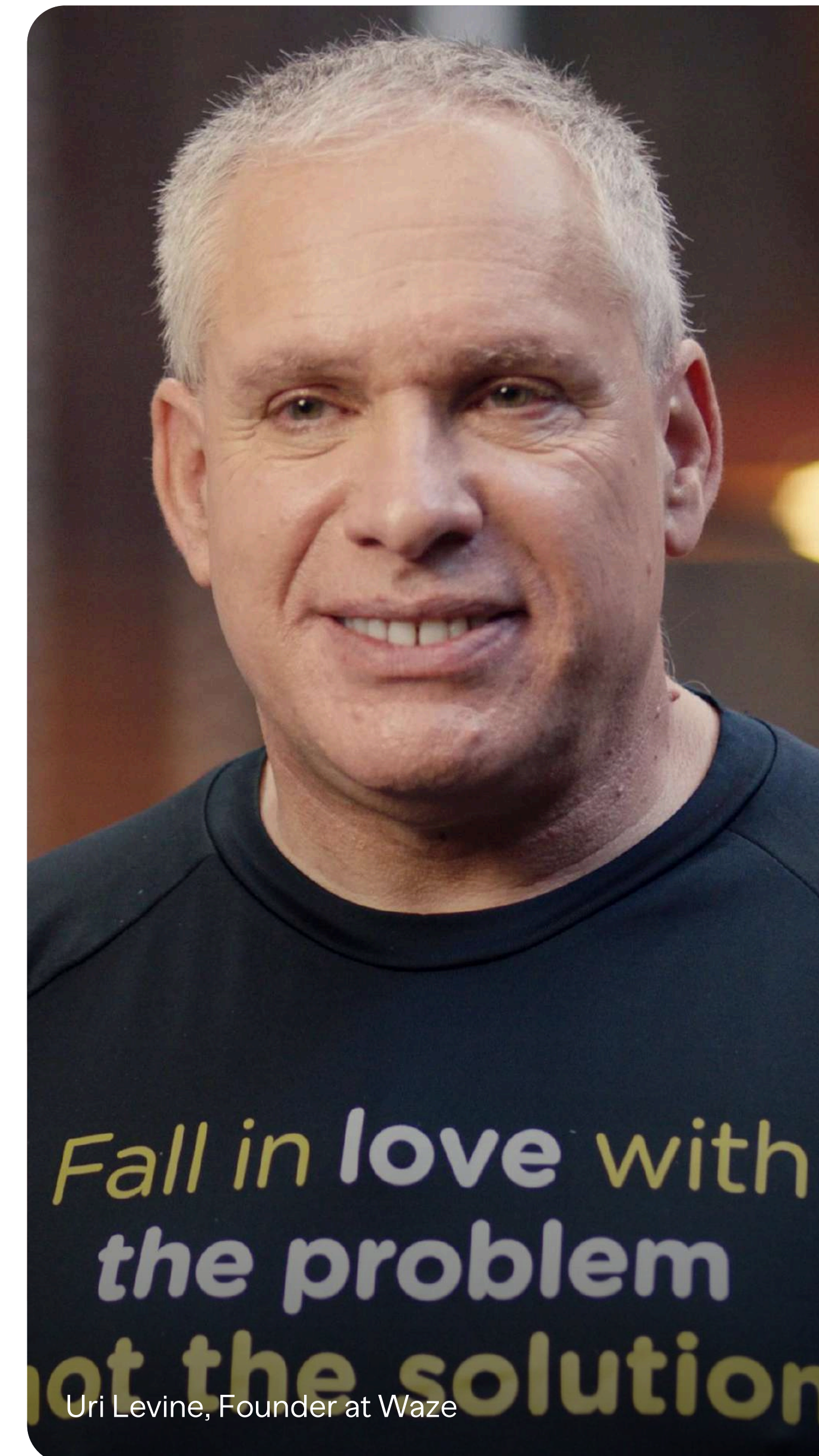
You'll learn about the various processes that are essential to the stability and success of a business.

This Module Covers

- Processing Customer Feedback
- The Rules of Expansion
- Organic vs. Inorganic Growth
- Defining Company Values
- Forging Business Partnerships
- Authentic Branding

Case studies include

- 📄 The Shazam Friction Reduction Framework
By Chris Barton - Founder of Shazam
- 📄 Navigating through Crises: Lessons from Lime
By Caen Countee - Founder at Lime
- 📄 Community Building - The Wikipedia Playbook
By Jimmy Wales - Founder of Wikipedia



Uri Levine, Founder at Waze

Management



Morin Oluwole, Global Director at a Tech Company

Module 6

Management

Welcome to the final module of the Augment MBA. This course explores advanced concepts and techniques to help managers move their organizations forward.

In this module we'll delve into specific topics including decision-making, company alignment, mentorship & sponsorship, hiring, firing and more.

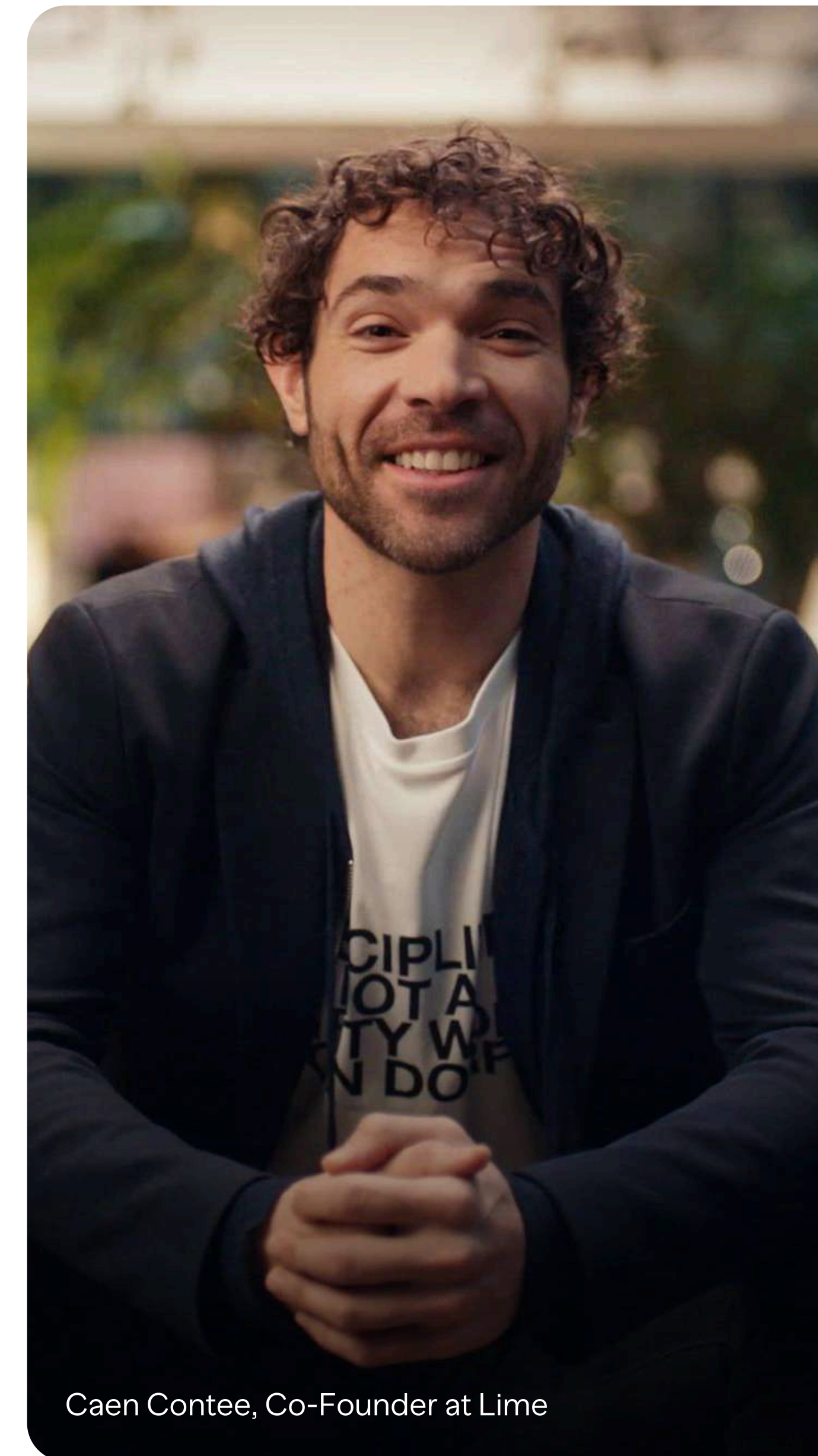
It aims to equip students with the tools and knowledge necessary to excel in high-level management roles.

This Module Covers

- ↗ The Science Behind Motivation
- ↗ Making Hard Decisions
- ↗ Mentorship & Sponsorship
- ↗ The Massive Transformative Purpose
- ↗ Diversity and Inclusion
- ↗ Crisis Management

Case studies include

- 📄 Alignment: Lessons from YouTube
By Steve Chen - Founder of Youtube
- 📄 Eventbrite and the Massive Transformative Purpose
By Renaud Visage, Founder of Eventbrite



Caen Contee, Co-Founder at Lime

Financial Accounting

Module 7

Financial Accounting

No business education is complete without a robust knowledge of Financial Accounting.

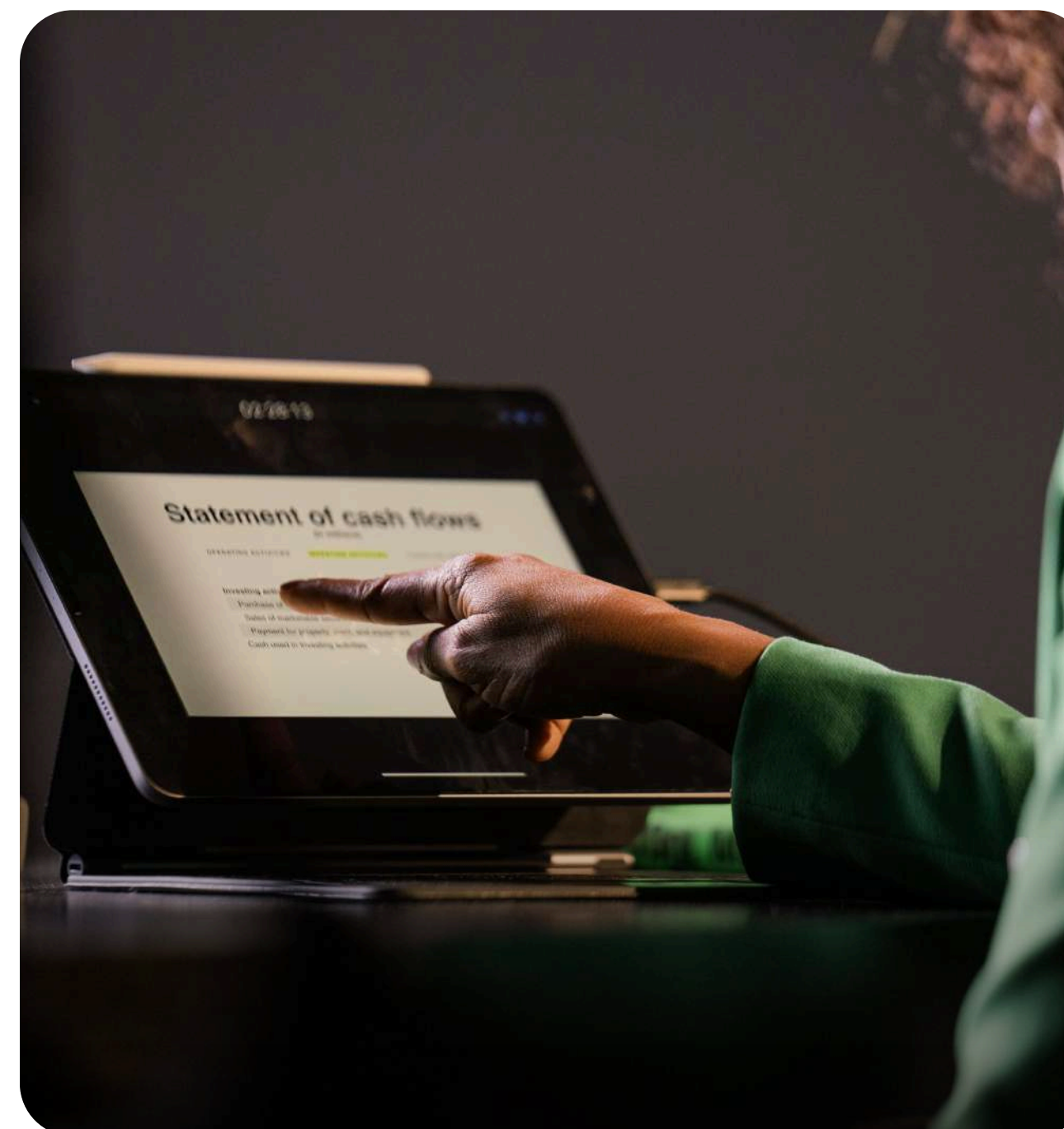
In this module, you'll learn to interpret and manage financial information, a crucial skill for making informed business decisions.

Learn about the accounting equation, assets, liabilities, equity, income, expenses, and how these elements interact in real-world business situations.

Coming soon

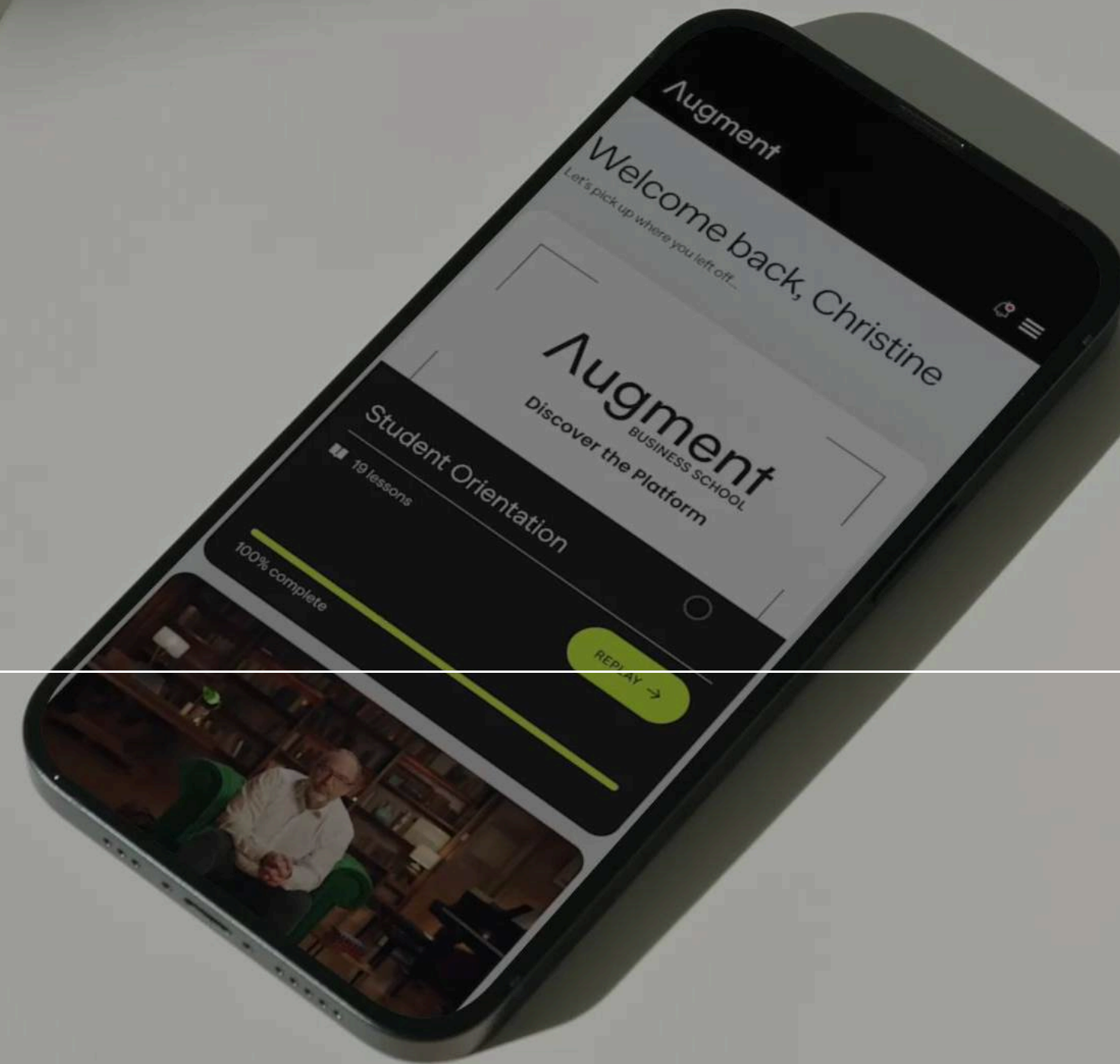
This Module Covers

- ↗ Financial vs. managerial accounting
- ↗ The Accounting Equation
- ↗ The Three Financial Statements
- ↗ Assessing Company Health
- ↗ Breaking Down Liabilities



Kelly Richmond Pope,
Accounting Professor & Writer

Our solution



Our solution

A Traditional MBA

- ✗ \$100,000 tuition, on average
- ✗ Inflexible learning
- ✗ No refund policy
- ✗ 2-year time commitment
- ✗ Academic instructors
- ✗ Outdated, rigid curriculum
- ✗ Tedious admission process

The Augment MBA Program

- ✔ Programs starting at \$1750
- ✔ Anywhere, anytime, on any device
- ✔ 15-day money-back guarantee
- ✔ 2-6 month commitment
- ✔ Taught by the best in business
- ✔ Constantly updated curriculum
- ✔ No admission requirements.

F.A.Q.



Steven Chen, Founder of Youtube

F.A.Q.

I work full-time, is this program for me?

Yes, most of our students work full-time. That's why we've designed our programs to be completely online and self-paced - so they can work around the schedule of working professionals, not the other way around.

What are the entry requirements to the Augment MBA Program?

The Augment MBA is a certificate program - there are no entry requirements.



Rend Stephan, Managing Director, BCG

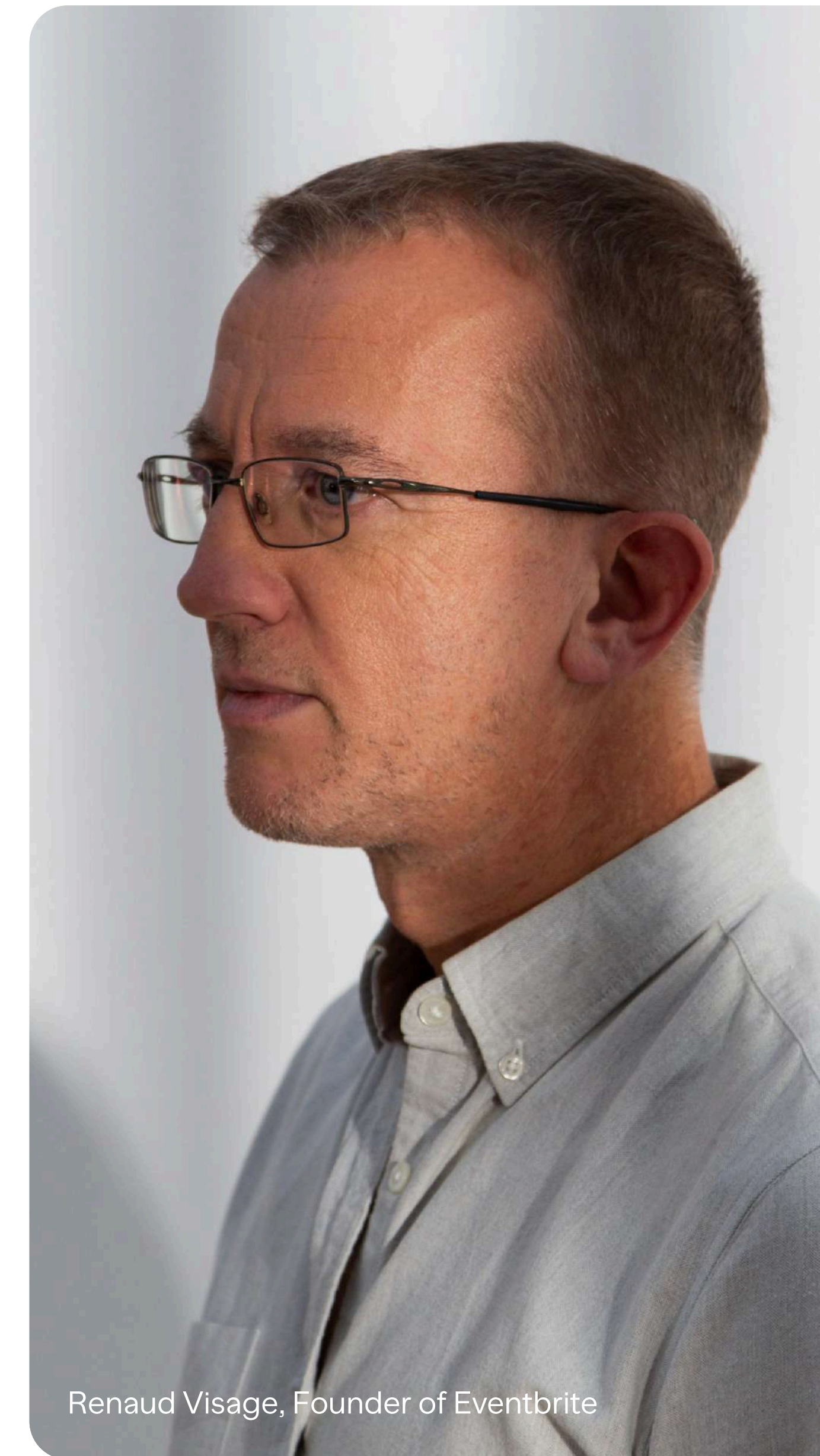
F.A.Q.

How long does that Augment MBA Program take to complete?

The Augment MBA is self-paced, so completion times vary. Most students take between 4 and 6 months to finish the program.

An MBA for \$1750? What's the catch?

Our independence from traditional academic institutions and accreditation bodies means we have a completely different business model from accredited MBA programs. Our mission is to make premium business education accessible, offering an MBA education at only 1% of the cost of traditional MBAs.



Renaud Visage, Founder of Eventbrite

F.A.Q.

Is The Augment MBA accredited?

No, and we have no intention of seeking accreditation. An accredited Master's Degree comes with many constraints and expenses - that's everything we're working against. We do however provide graduates with the Augment MBA certificate, signed by Chris Barton, the Founder of Shazam.

Does Augment offer financial aid?

Augment offers financial aid to highly motivated individuals who lack the financial resources to access our program. To apply, please write us at: team@augment.school.




Caen Contee, Co-Founder of Lime

Do you mean business?

The business world is waiting for you.
Its codes, rules, frameworks and language will help you reach new highs in your career.

Talk to a Program Advisor today.

 Call +1 646 238 0950

 Email us



Roy Wellner & Ariel Renous, Founders of Augment



Ariel Renous, Steven Chen & Roy Wellner