

Information and Operations Management

USC Marshall School of Business

IOM 462

Managing a Small Business on the Internet (2 Units)

Spring 2014

Units: 2.0

Prerequisites: None

Schedule (meets once per week):

- Tuesday, 4:00-5:50pm (first section)
- Tuesday, 6:00-7:50pm (second section)

Professor Richard Selby

BRI 401

rselby@marshall.usc.edu

949-400-8941

IOM 462

Who should take the course?

Students who plan to have a career in management, entrepreneurship, strategy, marketing, communications, consulting, engineering, product development, or social media with an emphasis on internet-based small businesses and business growth

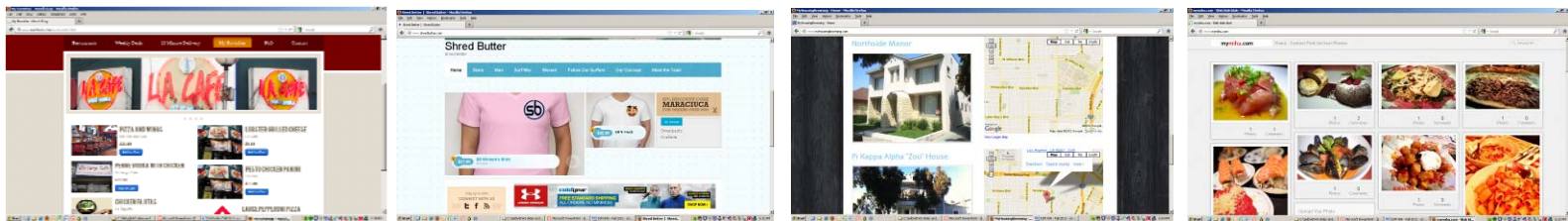
Course objectives

- To provide students with introductory concepts, strategies, frameworks, techniques, tools, and hands-on skills for effectively managing internet-based small businesses
- To provide students hands-on experience developing websites, mobile apps, and growth strategies

Key concepts

- Innovation and small businesses
- Internet-based business models
- Websites
- Mobile apps
- Internet platforms, tools
- Growth strategies, revenue models
- Search, advertising, referrals
- Traffic, analytics, targeting
- Web content, customization
- Data security, privacy
- Intellectual property protection
- Future internet trends

Course description & example student websites



Small businesses create internet websites and mobile apps to inspire customers, share information, establish relationships, and engage communities. Small businesses leverage the internet to innovate rapidly, scale their websites and mobile apps globally, and conduct business efficiently. Understanding how small businesses can benefit from the internet is essential and empowering for any student. This introductory course summarizes the knowledge, insights, and hands-on skills that any student needs to know about effectively managing internet-based small businesses and improving business growth. Classes include lectures and demonstrations, and students apply the skills they learn in class in a project that uses commercial tools to customize a pre-configured system for websites and mobile apps. This course does not assume prior knowledge of internet or business topics, and there are no prerequisites. This two-unit course is open to all USC students from all schools and all majors.