

**BAEP 465: Digital Playbook for Entrepreneurs: Creating a Tech Startup**

 **Wednesday 4:00 to 5:50 PM**

**JFF 414**

Spring 2017 SYLLABUS V1.0

BAEP 465 is a two-unit entrepreneur course for undergraduate students.

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Office Hours: JFF Fertitta Hall 5th Floor

Wednesday 6:00-7:00 PM and by appointment

**Prerequisite**

There are no formal pre-requisites for this course, however, to be successful in this class, you must be excited and inspired to learn about new technologies. This is a hands-on course and you will be expected to experiment with new apps, software products, digital news services, etc. This course will feature high-profiled CEOs, founders, and technology experts from leading tech companies and you will be responsible for researching these individuals/companies to help prepare you for the weekly lectures.

**Course Objectives**

Technology is impacting our everyday lives. We live in a digital age where learning, communicating, innovating, and even entertaining are driven by technology. In order to excel and succeed in the world today, it is essential to be literate in technology. This course aims to **provide a core foundation of technology principles and enable students to implement technology in a practical and meaningful way**.

Some of the technology topics and companies we will cover in this course include:

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| --- | --- |
| **Social Media** | How is Facebook, Twitter, Snapchat, YouTube, etc. evolving and changing the industry? How can entrepreneurs leverage these platforms to grow their businesses? |
| **Agile Development** | Agile development is a common approach to building software in an efficient way. Group exercises on using Agile development to build prototypes will be introduced in this course. |
| **Digital Marketing** | Once the heavy lifting of creating a product is complete, the next challenging step is finding an audience to market to. This class will look at best practices for using digital platforms to market your product. |
| **Analytics** | It is important to understand the key metrics from your product: how many daily & monthly visitors, retention rates, churn, revenue trends, lifetime value of a customer, and custom analytics to your product. |
| **Artificial Intelligence & Machine Learning** | Artificial Intelligence (AI) and Machine Learning are key areas companies are focusing their R&D efforts. We will explain the concepts behind AI and Machine Learning and how they could apply to your products. |
| **Cloud Computing** | Various companies such as Dropbox, Google, Box, Evernote, etc. have built cloud computing products to help companies and entrepreneurs manage their business. This class discuss how these tools can help entrepreneurs manage their business. |
| **Augmented and Virtual Reality** | AR and VR are two of the most exciting and promising technologies. This class will provide overviews of AR/VR and present different ways entrepreneurs can utilize these platforms for their own purposes potential new ventures.  |
| **Fintech** | Financial Services & Technology (Fintech) is disrupting many industries including real estate, insurance, and banking. We will look at how fintech companies are structured, various business models, and exit strategies. |
| **Prototyping Applications** | One of the great skills you will learn from this course is how to prototype your ideas into interactive demos. Students will learn applications such as PopAp, Invision, Sketch, FluidUI, and Marvel. Students have the option of using whatever prototyping of their choice. |

As mentioned in the above pre-requisites, it is imperative to be hands-on with the various software apps and products covered in the lectures. Although it is a technology class, you are **NOT** expected to be tech savvy with computer programming or other technical skill sets. Success in this course is based upon how you prepare for each lecture, how familiar you become with the topics/principles presented in each class, participation, and quality (and timeliness) of your assignments.

**Required Materials**

***READINGS***: BAEP-465 Weekly readings, articles, podcasts, etc. will be posted on Blackboard. Students are expected to come prepared to discuss and apply the weekly materials as assigned in Class Schedule.

**Add and Drop Process**

In compliance with USC and Marshall’s policies classes are open enrollment (R-clearance) through the first week of class. All classes are closed (switched to D-clearance) at the end of the first week. This policy minimizes the complexity of the registration process for students by standardizing across classes.  I can drop you from my class if you don’t attend the first two sessions. Please note: If you decide to drop, or if you choose not to attend the first two session and are dropped, you risk being not being able to add to another section this semester, since they might reach capacity. You can only add a class after the first week of classes if you receive approval from the instructor.

**Course Communication**

Course communication will take place through announcements in class, emails, GroupMe mobile application, and Blackboard (http://blackboard.usc.edu/). Many of the emails sent by the instructor will go through Blackboard. As a result, it is imperative that you have a fully operational Blackboard account with an active USC email address.

**USC Marshall Wireless**

Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions. ANY e-devices (cell phones, PDAs, I-Phones, I-Pads, Blackberries, other texting devices, laptops, I-pods) must be completely turned off during class time.

**Participation and Class Assignments**

The Entrepreneur Program is a real life experience and as such expects you to be real world professionals. The class is treated as a business meeting. The motto is *“treat each other as you would a customer.”* Therefore, tardiness and absences without notice are not acceptable. If you have a customer meeting, you will be on time. If you cannot be on time, you will call well in advance. Similar etiquette is required in this program.

Your responsibilities for all classes are to:

1. Attend the class promptly
2. Complete all assigned projects
3. Participate actively with teams and in classroom discussions

Scores for individual student contributions to team projects are assigned by me, based on my observations of the team’s working dynamics, my assessment of the team’s project quality, and thoughtful consideration of the information provided through your peer evaluations.

**Project Deliverables**

All PROJECTS and Due Dates are presented in the Class Schedule.

The following deductions apply for late submission of the course work:

Submission between the beginning & end of class: 10% loss of score

Submission between the end of class and 48 hours of the date due: 20% loss of score

Submission between 48 hours and 7 days after the date due: 30% loss of score

Submission 7 days after date due: **NO SCORE**

If you must be absent for a class meeting, make sure you have submitted your assignment according to the assignment guidelines in order to be considered on time.

**Marshall Grading Guidelines**

Course Grading Policy: Marshall’s target mean GPA is 3.0 for required classes and 3.3 for electives. Assignment/Exam Grading Policy: the instructor determines what qualifies as an accurate grade on an assignment, exam, or other deliverable, and the instructor’s evaluation of the performance of each individual student is the final basis for assigning grades for the course.

**Students with Disabilities**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to your TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. For more information visit [www.usc.edu/disability](http://www.usc.edu/disability).

**Support Systems**

Students whose primary language is not English should check with the *American Language Institute*[http://dornsife.usc.edu/ali](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=3J9SGSCx3WBTBqjUQhG-w3kIkiPSfcx4egRArRy6P4-aelpf_zjUCGgAdAB0AHAAOgAvAC8AZABvAHIAbgBzAGkAZgBlAC4AdQBzAGMALgBlAGQAdQAvAGEAbABpAA..&URL=http%3a%2f%2fdornsife.usc.edu%2fali" \t "_blank), which sponsors courses and workshops specifically for international graduate students.  *The Office of Disability Services and Programs*([www.usc.edu/disability](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=TBEgrSTFGdXf8ckamB6_nE1RwqGZH7hQKo6K3eAft9Caelpf_zjUCGgAdAB0AHAAOgAvAC8AdwB3AHcALgB1AHMAYwAuAGUAZAB1AC8AZABpAHMAYQBiAGkAbABpAHQAeQA.&URL=http%3a%2f%2fwww.usc.edu%2fdisability" \t "_blank))provides certification for students with disabilities and helps arrange the relevant accommodations.  If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* ([http://emergency.usc.edu/](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=gkDyHEhxaknRHG_r00uCi2eeodaS2VLuz0SjpxRh9Omaelpf_zjUCGgAdAB0AHAAOgAvAC8AZQBtAGUAcgBnAGUAbgBjAHkALgB1AHMAYwAuAGUAZAB1AC8A&URL=http%3a%2f%2femergency.usc.edu%2f" \t "_blank)) will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

**ASSIGNMENTS AND GRADING DETAIL:**

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| --- | --- | --- |
| **Due** | **Assignment** | **Points** |
| Ongoing | Startup of the Week | 20 |
| --- | Attendance & Participation | 100 |
| 1-25-17 | Assignment #1 | 60 |
| 2-15-17 | Assignment #2 | 60 |
| 3-01-17 | Midterm Project | 250 |
| 3-29-17 | Assignment #3 | 60 |
| 4-26-17 | Final Project Presentations & Deck | 50 |
| 5-8-17 | Final Project  | 250 |
|  | **TOTAL FOR CLASS** | **850** |

**Academic Integrity**

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own (plagiarism). Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences.  All students are expected to understand and abide by the principles discussed in the*SCampus*, the Student Guidebook ([www.usc.edu/scampus](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=tt71plSRLEnh70siuO9MqEloQ_JT1BM-DsWmlHpzHjCaelpf_zjUCGgAdAB0AHAAOgAvAC8AdwB3AHcALgB1AHMAYwAuAGUAZAB1AC8AcwBjAGEAbQBwAHUAcwA.&URL=http%3a%2f%2fwww.usc.edu%2fscampus" \t "_blank) or [http://scampus.usc.edu](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=XRzA0KTwP-mTxGPpW3vvO5_oHbDxcOz9lORPs_EHYt-aelpf_zjUCGgAdAB0AHAAOgAvAC8AcwBjAGEAbQBwAHUAcwAuAHUAcwBjAC4AZQBkAHUALwA.&URL=http%3a%2f%2fscampus.usc.edu%2f" \t "_blank)). A discussion of plagiarism appears in the University Student Conduct Code (section 11.00 and Appendix A).

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: [http://www.usc.edu/student-affairs/SJACS/](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=wTgqqTdM1un4nVxA6HoRNNxlRQiZ2j2qkYmnL-DIDUWaelpf_zjUCGgAdAB0AHAAOgAvAC8AdwB3AHcALgB1AHMAYwAuAGUAZAB1AC8AcwB0AHUAZABlAG4AdAAtAGEAZgBmAGEAaQByAHMALwBTAEoAQQBDAFMALwA.&URL=http%3a%2f%2fwww.usc.edu%2fstudent-affairs%2fSJACS%2f" \t "_blank) . Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

Discrimination, sexual assault, and harassment are not tolerated by the university.  You are encouraged to report any incidents to the*Office of Equity and Diversity* [http://equity.usc.edu/](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=GMQEDlemJVd5R7ap_x1M6Bi9fkzitrbq3FF1oadl2lGaelpf_zjUCGgAdAB0AHAAOgAvAC8AZQBxAHUAaQB0AHkALgB1AHMAYwAuAGUAZAB1AC8A&URL=http%3a%2f%2fequity.usc.edu%2f" \t "_blank) or to the *Department of Public Safety* [http://dps.usc.edu/contact/report/](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=Y8Yo976GKu3ksXiwYafMkuSS7D8oaPXHcdsRutDYBZOaelpf_zjUCGgAdAB0AHAAOgAvAC8AZABwAHMALgB1AHMAYwAuAGUAZAB1AC8AYwBvAG4AdABhAGMAdAAvAHIAZQBwAG8AcgB0AC8A&URL=http%3a%2f%2fdps.usc.edu%2fcontact%2freport%2f" \t "_blank).  This is important for the safety of the whole USC community.  Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report or can initiate the report on behalf of another person.  *Relationship and Sexual Violence Prevention and Services*(RSVP)[https://engemannshc.usc.edu/rsvp/](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=fcgXTgOs4WFfWi54X4rxShq_Lsi_rYrLxQlbiJoSZmuaelpf_zjUCGgAdAB0AHAAcwA6AC8ALwBlAG4AZwBlAG0AYQBuAG4AcwBoAGMALgB1AHMAYwAuAGUAZAB1AC8AcgBzAHYAcAAvAA..&URL=https%3a%2f%2fengemannshc.usc.edu%2frsvp%2f" \t "_blank) provides 24/7 confidential support, and the sexual assault resource center webpage [https://sarc.usc.edu/reporting-options/](https://mail.marshall.usc.edu/owa/redir.aspx?SURL=kK_yu4EogDwi3ds9G8YS5osaUnlC891ZGD11jZ_H8iuaelpf_zjUCGgAdAB0AHAAcwA6AC8ALwBzAGEAcgBjAC4AdQBzAGMALgBlAGQAdQAvAHIAZQBwAG8AcgB0AGkAbgBnAC0AbwBwAHQAaQBvAG4AcwAvAA..&URL=https%3a%2f%2fsarc.usc.edu%2freporting-options%2f" \t "_blank) describes reporting options and other resources.

**Emergency Preparedness**

In case of emergency, and travel to campus is difficult, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. Instructors should be prepared to assign students a "Plan B" project that can be completed at a distance. For additional information about maintaining your classes in an emergency please access: <http://cst.usc.edu/services/emergencyprep.html>

**CONFIDENTIALITY POLICY**

*Throughout The Entrepreneur Program’s classes and events, students will be exposed to proprietary information from other students, guest lecturers and faculty. It is the policy of The Entrepreneur Program that all such information is to be treated as confidential.*

*By enrolling in and taking part in The Entrepreneur Program’s classes and activities, students agree not to disclose this information to any third parties without specific written permission from students, guest lecturers or faculty, as applicable. Students further agree not to utilize any such proprietary information for their own personal commercial advantage or for the commercial advantage of any third party.*

*In addition, students agree that any legal or consulting advice provided without direct fee and in an academic setting will not be relied upon without the enlisted opinion of an outside attorney or consultant, without affiliation to The Program.*

*Any breach of this policy may subject a student to academic integrity proceedings as described in the University of Southern California University Governance Policies and Procedures as outlined in SCampus, and to the remedies that may be available at law.*

*The Entrepreneur Program, the Marshall School of Business and the University of Southern California disclaim any responsibility for the protection of intellectual property of students, guest lecturers or faculty who are involved in The Entrepreneur Program classes or events.*

*Receipt of this policy and registration in our classes is evidence that you understand this policy and will abide by it.*



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**BAEP 465: Digital Playbook for Entrepreneurs: Creating a Tech Startup
(Schedule subject to change during semester)**

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| Week 11/11/17 | **Lecture:** Introduction and Course Overview* Syllabus & Blackboard
* Instructor Background
* Course Goals
* Class Tech Survey

**Assignment:** no assignment first week**Reading:** no reading first week  |
| Week 21/18/17 | **Lecture:** Technology Overview + VerticalsTechnology Foundation* Emerging Technologies
* Vertical Industries (Social, Entertainment, Auto, Lifestyle, etc.)
* Technology Reimagined

Prototyping Applications* POP App, Fluid UI, etc.
* Getting to a minimum viable candidate (MVP)
* UI/UX Tips (pttrns.com)

How to brainstorm & ideate new startup ideas & businesses**Overview of Assignment #1****Reading:** Blackboard Week 2 |
| **Week 3**1/25/17 | **Lecture:** Pitching Startup Ideas**Startup Idea Presentations*** Project selections from class & instructor
* Creating a rubric for greenlighting projects
* Importance of Teams and selecting key members

**Assignment #1 due****Reading:** Blackboard Week 3 |
| **Week 4**2/01/17 | **Lecture:** How to Run a Tech Team / Project **Overview of Agile** **Development*** SCRUM
* Why projects typically fail
* Online Project Management Software
* Working with technology teams
* Understanding team dynamics
* In-Class Lego Exercise Building a City
* Reflections on Project Management

**Assignment #2 overview****Reading:** Blackboard Week 4 |
| **Week 5**2/08/17 | **Lecture:** Virtual Reality**Virtual Reality – The Ultimate Empathy Machine*** What is virtual reality?
* Live Action vs Interactive VR
* Who are the major players
	+ Vive, Oculus, Playstation, GearVR
* What are the different types of Virtual Reality categories
* Hardware players and Adoption
* How to build a defendable business model
* Introduction to Augmented and Mixed reality

**Reading:** Blackboard Week 5 |
| **Week 6**2/15/17 | **Lecture:** Business Model Generation**Business Modeling*** Defining a business model
* Business Model Canvas
	+ Canvas examples from various companies
* Customer Segments and Relationships
* Revenue streams and channels
* Partners, cost structures, and

**Pitch and Presentations*** Creating effective stories for your startup/product
* Presentations vs. Decks
* Templates for your deck

**Assignment #2 Due** **Reading:** Blackboard Week 6 |
| **Week 7**2/22/17 | **Lecture:** Artificial Intelligence**Overview of AI (Artificial Intelligence)*** What is Artificial Intelligence
* Use cases of AI
	+ Vertical markets of AI
* Deep Learning & Machine Learning
* Societal Impacts
* Strategies for integrating AI in your startup

**Effective Market Research*** Identifying market opportunity
* Competitive landscape
* Market growth opportunities
* Finding Product Market Fit

**Assignment: Work on Midterm Project****Reading:** Blackboard Week 7 |
| **Week 8**3/01/17 | **Lecture:** Project presentations**MIDTERM PROJECT PRESENTATION*** Each group presents their midterm project in 10 minutes
* Presentations + Product Prototypes
* Peer Evaluations
* In-class feedback form for each group presentation

**Assignment: Midterm Projects Due****Reading:** Blackboard Week 8 |
| **Week 9**3/08/17 | **Lecture:** Digital Marketing Workshop Part 1**Building a Digital Marketing Strategy*** Creating Key Performance Indicators (KPIs)
	+ Retention
	+ Revenue
	+ Daily & Monthly Active Users
	+ Customer Acquisition Costs
* Understanding Marketing Analytics
* Identifying Marketing Channels for Audience Targeting

**Assignment #3 Overview****Reading:** Blackboard Week 9 |
| 3/15/17 | ***NO CLASS – SPRING BREAK*** |
| **Week 10**3/22/17 | **Lecture:** Digital Marketing Workshop Part 2**Big Data & Analytics*** Big Data terms every entrepreneur should be familiar with
* Web vs. Mobile Analytics
* Overview of the major analytic players:
	+ Google Analytics / Omniture
	+ Flurry / MixPanel / Localytics
	+ Tune
* How to integrate the correct analytics into your product

**Growth Hacking Techniques*** Going Viral
* Email marketing, blogs, leveraging PR and other media
* Leveraging social media platforms to drive growth
* Measuring your marketing initiatives
* Understanding the core loop
* Growth hacking techniques from leading tech companies

**Reading:** Blackboard Week 10 |
| **Week 11**3/29/17 | **Lecture:** Fintech (Financial Technology)**Opportunities for Companies in Financial Services & Technology** Understanding why fintech is one of the fastest-growing areas for venture capitalists* Technology platforms & considerations for fintech companies
* Opportunities for entrepreneurs pursuing the fintech industry

**Assignment #3 Due** **Reading:** Blackboard Week 11 |
| **Week 12**04/05/17 | **Group Meetings (in JFF 5th Floor Entrepreneurship Offices)****Work on Final Projects****Reading:** Blackboard Week 12 |
| **Week 13**04/12/17 | **Lecture:** Profit and Loss Statements / Business Modeling**Creating a realistic business model*** Costs & Revenue drivers

 Assumptions for revenue growth* Understanding User Metrics and growth components
* Marketing spend / User Acquisition costs
* Churn metrics vs. Virality

**Reading:** Blackboard Week 13 |
| **Week 14**04/19/17 | **Lecture:** Startup Checklist**Checklist for Starting a High-Tech Company** Corporate Structure(s)* Legal considerations
* Impactful Technology Decisions
* Corporate Governance
* Human Resource Topics
* Marketing & Branding
* Product Management
* 3rd Party Vendor Recommendations

**Final Project Review*** Review final projects from previous semesters
* Discuss strategy for creating Kickstarter-like videos

**Reading:** Blackboard Week 14 |
| **Week 15**04/26/17 | **FINAL PROJECT PRESENTATIONS** |
| **Mon** 05/08/174:30-6:30pm | **FINAL PROJECTS DUE** |