USCMarshall
School of Business

LLOYD GREIF CENTER
FOR ENTREPRENEURIAL STUDIES

BAEP 465: Digital Playbook for Entrepreneurs: Creating a Tech Startup
Wednesday 2:00 to 3:50 PM
HOH 305

Fall 2015 SYLLABUS
Version 1.0

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

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                  Wednesday 4:00-6:00 PM

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 emerging technology topics and companies we will cover in this course include:

Social Media

Social media has exploded over the recent years. Some of the traditional social media companies we will cover include: Facebook, Twitter, Snapchat, and Google. One of the recent trends emerging are mobile social networks. Instagram, Tinder, and Pinterest have exploded in social media picture sharing along with Vine and Social Cam for video. Another important component of social media is marketing.

Facebook and Twitter are building robust and scalable marketing platforms for companies of all sizes. All these companies are leading and innovating in the social media space and we will uncover some of their secrets to help you leverage these platforms in exciting ways.

Mobile

There is no question mobile is the future. With over 6.1 billion worldwide connections, mobile is the most connected platform in the universe. Whether it is social media or games or shopping, mobile is changing virtually every aspect of technology. We will discuss Android vs. iPhone. Which one of these platforms is best positioned to accumulate the most market share? Mobile payments have also emerged as one of the most highly anticipated technologies. Companies like Square and Paypal are some of the early players. How will these companies be challenged and what are the opportunities in this exploding field? Lastly, location-based services are being common integrations in mobile apps. What is the benefit of using location-based services and how does it enhance your product? Google and Foursquare will be two companies we focus on.

Cloud Computing

Cloud computing can be a very valuable tool for an entrepreneur. Cloud computing can help reduce costs by migrating all traditional servers/hosting environments from physical storage locations to virtual online-based storage. The product Dropbox is a great example of cloud-based storage. Users and businesses can create Dropbox accounts to access their data from anywhere, anytime. Many companies also utilize the cloud to run their software products and apps. User data and game data are accessed via the cloud enabling app developers to run persistent sessions and ensure all data is backed up and stored in a secure and virtual environment. We will closely look at Amazon's EC2 service and understand how to use it to power apps.

Games / Interactive Entertainment

Video games are the largest category in entertainment. In 2012, video game revenue worldwide is expected to surpass $70 Billion. This revenue is a combination of hardware sales (Xbox, Playstation, Nintendo, handhelds, etc.), software sales, online games (subscription and free-to-play), and mobile (iPhone, Android, tablets). One of the key topics in the video game business is the transformation to freemium or 'free-to-play' games. Games have traditionally been sold in retail stores, but in the recent years, games have taken on the 'free-to-play' model where the core monetization is through virtual good sales. We will take a close look at this new business model and the major players involved.

Shopping / eCommerce

Online shopping and eCommere continues to grow at a remarkable pace. Amazon, Zappos.com, eBay, etc. are the Internet's brick and mortar companies that have established significant presence and market share. This class will look at some of the new players that are generating buzz and creating new niche markets. Additionally, other innovative companies we will evaluate include: Etsy, Fab, and Gilt Group.

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

TEXTBOOKS:
Harvard Business Publishing Course Readers (link provided by instructor)

READINGS: BAEP-465 Additional readings will be posted on BB. Students are expected to come prepared to discuss and apply the readings as assigned in Class Schedule.

ONLINE ACCOUNTS:

The following accounts are recommended to use during this semester. Many of you will already have accounts for some of these apps/services. For security purposes, you may associate the apps/services below with a newly created account, but it is recommended you use your current/active account.

[f]	Facebook	[g+]	Google+
[Twitter]	Twitter	[Snapchat]	Snapchat
[P]	Pinterest	[Instagram]	Instagram
[Viddy]	Viddy	[Social Cam]	Social Cam
[E]	Etsy	[Foursquare]	Foursquare

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, 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 email address posted.

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

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.

ASSIGNMENTS AND GRADING DETAIL:

Due	Assignment	Points
Ongoing	Startup of the Week	20

Sep-16	Assignment #1	60
Oct-07	Assignment #2	60
Oct-14	Midterm Project	200
Nov-04	Assignment #3	60
Dec-02	Final Project Presentations	300

	TOTAL FOR CLASS	**700**

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. All students are expected to understand and abide by these principles. SCampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A. http://www.usc.edu/dept/publications/SCAMPUS/gov/

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/ 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.

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

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.

CONFIDENTIALITY POLICY

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.

**UNIVERSITY OF SOUTHERN CALIFORNIA
MARSHALL SCHOOL OF BUSINESS**

The Lloyd Greif Center for Entrepreneurial Studies
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BAEP 465: Digital Playbook for Entrepreneurs: Creating a Tech Startup
(Schedule subject to change during semester)

Week 1 8/26/15	**Lecture:** Introduction and Course Overview • Syllabus • http://blackboard.usc.edu • Instructor Background • Current Industry Trends • Class Tech Survey **Assignment:** no assignment first class session **Reading:** no reading first week
Week 2 9/02/15	**Lecture:** What every entrepreneur should know about technology Technology Foundation • History of the Internet • Emerging Technologies • Tech companies every entrepreneur should know • Technology Reimagined **Overview of Assignment #1** **Reading:** Blackboard Week 2
Week 3 9/09/15	**Lecture:** The Apps Mashup **In Class App Jam** • Review readings through Week 4 • Understanding key technology terminology • ARPU, ARPDAU, DAU, MAU, CPM, CPI, K-FACTOR, etc. • HTML vs. HTML5 • In-Class Exercise on App Mashup

	o Group-based assignment **Reading:** Blackboard Week 3

Week 4
9/16/15
	Lecture: Social Media: Past, Present and Future
	
	Assignment #1 Presentations
	
	The Social Media Revolution
	
	     o Early Social Media Players
	         o Friendster, MySpace, etc.
	    • The Rise of Facebook
	    • Twitter: Growing their user base and monetizing
	    • Instagram: Evolving with Facebook
	    • SnapChat: When is valuation too big or too small?
	    • Messaging Platform
	         o WeChat, WhatsApp, Line, KaoKao
	         o Threats to traditional social media platforms
	    • The Future of Social Media?
	
	Assignment #1 Due
	Reading: Blackboard Week 4

Week 5
9/23/15
	Lecture: Virtual Reality
	
	Virtual Reality – The Ultimate Empathy Machine
	
	    • What is virtual reality?
	    • Live Action vs CG VR
	    • Who are the major players
	    • What are the different types of Virtual Reality categories
	    • Hardware players and Adoption
	
	Reading: Blackboard Week 5

Week 6
9/30/15
	Lecture: The Business of Mobile Apps
	
	How to Operate a Successful App
	
	How to Build Apps Effectively
	    • iOS, Android, Windows Mobile
	    • Tablet vs. SmartPhone
	
	How to Manage Apps Effectively
	    • User Acquisition Strategies
	    • Live Team Support
	    • Analytics
	
	The Three R's
	         o Reach, Retention, Revenue
	Understanding the correct metrics and KPIs (Key Performance Indicators)

	Reading: Blackboard Week 6
Week 7 10/07/15	**Lecture:** How to Run a Tech Team / Project **Overview of Agile Development** • SCRUM • Working with technology teams • Understanding team dynamics • In-Class Lego Exercise Building a City • Reflections on Project Management **Assignment #2 Due** **Reading:** Blackboard Week 7

Week 8
10/14/15
	Lecture: Wearable Technology
	
	How Wearable Tech is Changing the World
	
	• First Movers in the Wearable Tech Space
	    ○ Google (Google Glass)
	    ○ Samsung (Gear)
	    ○ Fitbit
	    ○ Glassfit Games
	    ○ Oakley
	• Technology Components for Wearable Tech
	• Overview of NFC and Bluetooth
	• Understanding the roles of hardware vs. software
	    ○ Building Apps leveraging wearable tech
	• In-class exercising on creating wearable tech ideas
	
	MIDTERM PROJECT DUE
	
	Reading: Blackboard Week 8

Week 9 10/21/15	**Lecture:** High Tech Marketing **Search Engine Optimization (SEO) & Search Engine Marketing (SEM)** SEO • SEO Basics • Improving Site Structure • Optimizing Content • Promotion and Analysis SEM • Paid search ads • PPC (Pay Per Click) • CPM/CPC (Cost Per Thousand / Cost Per Click) **Reading:** Blackboard Week 9;

Week 10 10/28/15	**Lecture:** Technology and Entertainment
	
	The Entertainment Tech Landscape: Music, Games, Movies
	
	Overview of the Different Business
	   • How revenues are generated for each business
	   • Digital Streaming Services
	   • iTunes vs. Spotify vs. Soundcloud
	   • Console vs. Mobile vs. PC gaming
	   • Entrepreneurial opportunities in entertainment
	   • Innovating tech startups
	   • Legal hurdles and copyright issues
	
	Reading: Blackboard Week 10; HBS: Google Car

Week 11 11/04/15	**Lecture:** Business Modeling
	
	How to Put Together an Accurate Tech Budget
	
	   • Head Count Costs
	   • Examples using Excel
	   • Assumptions for revenue growth
	   • Understanding User Metrics and growth components
	   • Marketing spend / User Acquisition costs
	   • Churn metrics vs. Virality
	
	Assignment #3 Due
	Reading: Blackboard Week 11

Week 12 1111/15	**Lecture:** Big Data & Analytics
	
	How Big Data is Changing the World
	
	   • Big Data terms every entrepreneur should be familiar with
	   • Web vs. Mobile Analytics
	   • Device Analytics
	   • Overview of the major players:
	      o Google
	      o Omniture
	      o Flurry
	      o Tune
	   • How to integrate analytics into your website or app
	      o Key KPI's (Key Performance Indicators)
	   • Looking into the future of Analytics
	
	Reading: Blackboard Week 12

Week 13 11/18/15	**Lecture:** Startup Checklist **Checklist for Starting a Tech Company** • Corporate Structure(s)

	• Legal considerations • Impactful Technology Decisions • Corporate Governance • Human Resource Topics • Marketing & Branding • Product Management • 3rd Party Vendor Recommendations **Reading:** Blackboard Week 13
Week 14 11/25/15	**NO CLASS – Thanksgiving Break**
Week 15 12/02/15	**FINAL PROJECT PRESENTATIONS**