

ASCJ 420: Founding & Leading Enduring Startups

Fall 2015 - 2 units

Instructor: Dinesh Moorjani

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Class: Thursday, 3:30-6:50 p.m. ANN L116

Course Description

Students looking to build new media and transformational startups post-graduation should consider taking this class. It will be an interdisciplinary, third-space course designed for both undergrads and graduate students to bring together quantitative principals with a macro understanding of the shifts in the media and tech landscape and the skills, tools, and leaderships necessary to build compelling startups from ground up. The course starts with a quantitative focus but broadens into both the hard and soft skills necessary to execute on building an enduring startup from ground up. Students are encouraged to be familiar with excel or basic spreadsheet calculations before taking this course in order to reduce the learning curve. A basic foundation in accounting is helpful, but not required. There are no Annenberg or Marshall prerequisites to take this course other than an open mind and a dogged willingness to learn.

Schedule of Classes

Week 1 (Aug 27): Media market, value creation, and strategy

Week 2 (Sep 3): Startup financial forecasting, financial statements with excel tutorial review

Week 3 (Sep 10): Business models and decision tools

Week 4 (Sep 17): Product and marketing

Week 5 (Sep 24): Case exam

Week 6 (Oct 1): Leadership

Week 7 (Oct 8): Final presentations, Q&A, recap & post-mortem

Breakdown of Grading

Class participation	15%
Midterm case exam	35%
Final group project	50%
Total points	100

Class Resources

Academic Conduct

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. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

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/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety 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. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html 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/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Course Instructor



Dinesh Moorjani is an Executive-in-Residence at Warburg Pincus, a private equity firm that has invested more than \$50 billion in over 720 companies globally. He was the Founder & CEO of Hatch Labs, a startup incubator where Dinesh co-founded and led over 10 mobile businesses from ground-up since 2010, including Tinder.

Dinesh serves as a Board Director and active Advisor to over a dozen companies, including American Express OPEN. He is an Adjunct Professor at the University of Southern California (USC), and remains an active mentor and guest speaker in the tech startup community. Dinesh earned his B.S. in Chemical Engineering from Northwestern University and his MBA from Harvard Business School.