

DRAFT Syllabus – Topics and Requirements subject to change

DSO 599 – Digital Foundations for Business Innovation

Syllabus

**Spring 2018 – Thursdays, 6:30-9:30 pm (last 8 weeks),
Classroom TBD – 1.5 Units**

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Office Hours: On request

Course Description

Every business has become, or is transitioning into, a digital business. Consumers today live in a world where the most valuable retailer has no inventory, the world's largest accommodation provider owns no real estate and the world's largest taxi company owns no vehicles. But the forces shaping this digital revolution are often difficult to understand, for both consumers and many business leaders.

The course examines 14 emerging digital innovations shaping consumer-oriented businesses, in order to provide a basic framework for these concepts and provide leaders a greater understanding of how to leverage these powerful capabilities to build or grow businesses. For each of these digital innovations and in each class session, the course is focused on five questions:

- **What does it mean?**
- **Why is it an important trend?**
- **What is the landscape?**
- **What are the key metrics?**
- **What are the implications for users, organizations and business leaders?**

Beyond knowledge gleaned from classroom teaching and insights shared from today's business world, students will put their knowledge to work through students' active participation in every session, an individual paper assignment and a business plan based on one or more of these digital innovations.

Learning Objectives

1. Students will demonstrate fluency in the language framework of digital as a tool for business innovation, via creation of written material and presentations.
2. Students will engage in dialogue with one another and with executive guest speakers on how the emerging digital tools and technologies of our time can provide opportunities for business leaders, along with potential drawbacks to be safeguarded against.
3. Students will infuse perspectives from thought leaders and business executives working to address real-world business needs into their written work.
4. Students will build a business case based on digital innovation, enhancing written and verbal communication skills.

Required Materials

You will receive a briefing deck each week following a class session. There are no other materials that you need to purchase.

Recommended Preparation:

Recommended readings consist of:

- Why Software Is Eating The World, Marc Andreessen (<http://www.wsj.com/articles/SB10001424053111903480904576512250915629460>)
- Startup = Growth, Paul Graham (<http://www.paulgraham.com/growth.html>)

Vivek has also launched a blog entitled *Wireframed*, which is designed to share perspectives on digital innovation themes relevant to the USC community, as well as businesses and industry professionals. Students may find these blog posts to be helpful toward personal development and to deepen their understanding of current events in the technology and innovation space. *Wireframed* can be found on the USC Marshall website here: <https://www.marshall.usc.edu/wireframed>

Course Notes

This course meets for eight sessions, with each session consisting of a lecture-style briefing regarding two specific digital innovations, led by a subject matter expert currently working in the digital realm, followed by ample time for Q&A and open discussion around the five key questions examined in the briefing and future implications for users, organizations and business leaders. The key deliverables for grading will be an individual paper assignment and a group project executed by self-organized teams of 5 students.

The individual paper, due in week 4, is a deeper dive into a specific question of relevance for a digital topic. Students will select a specific question to answer on a first come, first served basis. In the paper, you are expected to go deep into the subject matter, taking a perspective and defending it through critical thinking and analysis. Each paper, not to exceed 2 pages, is expected to refer to relevant sources in academic or popular media, and cite appropriately. The individual paper must be submitted in week 4.

The group project, the business case, requires working in self-organized teams of 5 to develop a plan for a company or organization to take advantage of one (or more) of the digital innovations discussed in class. You can take the position of a company currently in existence or create a business plan for a new company. There are four deliverables:

1. A project proposal (10% of group project grade), in the form of an executive summary, not exceeding one page, to be submitted in week 6.
2. A written presentation (40% of group project grade), in the form of a slide presentation 5-6 pages in length (Keynote or PowerPoint, saved as PDF), submitted as part of the final presentation.
3. A live presentation (40% of group project grade), not exceeding 10 minutes, delivered as a group to a panel of business leaders from venture capital firms, strategy consulting, corporate accelerators and innovation groups. These judges' feedback will be incorporated into your project's grade. This will take place during the final examination period. Each student will be required to present and the instructor has the opportunity to evaluate each presenter as part of this grade.
4. Peer evaluation (10% of group project grade), based on teamwork, combined effort, thoughtful consideration of each team member's perspective and individual contribution to project. This will be submitted immediately following your live presentation.

The course schedule will be as follows (order and selection of topics subject to change):

Week 1	Introduction & Key Drivers; Big Data
Week 2	Cloud Computing; Wireless Connectivity
Week 3	Internet of Things; Post-Screen Usability
Week 4	Physical-Digital Convergence; Digital Advertising
Week 5	Cybersecurity; Digital Currency & Payments
Week 6	Artificial Intelligence
Week 7	Messaging & Social Commerce; Beacons & Location Awareness
Week 8	Autonomous Vehicles; Augmented & Virtual Reality

Final Project Presentations date, time, panel members and location will be shared by week 6.

Grading Policies

Students' success in this course will depend on their critical thinking, problem-solving and collaboration skills. They will be asked to thoughtfully consider concepts shared in class, trends identified in the course materials, personal experiences and emerging innovations to develop clear business plans and original perspectives. Students will be exposed to questions faced by global businesses and will be asked to examine both positive implications from emerging digital innovations as well as potential drawbacks, with the goal of developing business plans that are beneficial to customers, employees and companies as well as communities.

Written work on the individual paper and printed elements of the business case will be evaluated based on how thoroughly the topic is examined and the actionable insights provided. For the presentation, students will be evaluated on how effectively they demonstrate the viability and potential impact of their plan, as well as their professional delivery of the presentation itself.

ASSIGNMENTS AND GRADING DETAIL

<u>Assignments</u>	<u>Points</u>	<u>% of Grade</u>
Individual Project – Paper	30	30%
Group Project – Business Case	50	50%
Class Participation	<u>20</u>	<u>20%</u>
TOTAL	100	100.0%

Your course grade will be based on the following individual and group assignments:

Individual Project – Paper: 30%

Group Project – Business Case: 50%

Class Participation: 20%

For class participation, each student should be prepared to contribute individually to the class discussion. Students will be graded on their participation for each course session, however, the quality of each session's contribution is more important than the quantity of contributions.

Assignment Submission Policy:

Assignments must be turned in on the due date/time electronically via Blackboard. Any assignment turned in late, even if by only a few minutes, will receive a grade deduction (for example, if your work is a B+ grade, you will be given a C+ grade). If your internet breaks down on the due date, you must deliver a hard copy at the beginning of class on that day. If you are unable to attend class on that day, make arrangements for it to be delivered to the classroom or to my box by the start of class. Late or not, however, you must complete all required assignments to pass this course.

ADDITIONAL INFORMATION

Add/Drop Process

The last day to add the class or withdraw without receiving a "W" is *tbd*. The last day to drop with a mark of a "W" is *tbd*.

Example: If you are absent 2 or more times prior to *tbd* (the last day to withdraw from a course with a grade of "W"), you may be asked to withdraw from the class by that date.

Retention of Graded Coursework

All graded work which affected the course grade will be retained for one year after the end of the course *if* the graded work has not been returned to the student (i.e., if I returned a graded paper to you, it is your responsibility to file it).

Technology Policy

Example: 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 electronic devices must be completely turned off during class time.

Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

Academic Integrity and Conduct

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 or <http://scampus.usc.edu>). 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/>. 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/> or to the *Department of Public Safety* <http://dps.usc.edu/contact/report/>. 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/> provides 24/7 confidential support, and the sexual assault resource center webpage <https://sarc.usc.edu/reporting-options/> describes reporting options and other resources.

Support Systems

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* (www.usc.edu/disability) 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.

Students with Disabilities

The Office of Disability Services and Programs (www.usc.edu/disability) provides certification for students with disabilities and helps arrange the relevant accommodations. 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 GFS (Grace Ford Salvatori Hall) 120 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu.

Emergency Preparedness/Course Continuity

In case of a declared emergency if travel to campus is not feasible, the *USC Emergency Information* web site (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of Blackboard, teleconferencing, and other technologies.

If you use Blackboard regularly . . .

Please make sure you can access this course in Blackboard and retrieve the course syllabus and other course materials electronically. You should check Blackboard regularly for announcements and new materials. In the event of an emergency, the ability to access Blackboard will be crucial. USC's Blackboard learning management system and support information is available at blackboard.usc.edu.

Incomplete Grades

mark of IN (incomplete) may be assigned when work is not completed because of a documented illness or other “emergency” that occurs after the 12th week of the semester (or the twelfth week equivalent for any course that is scheduled for less than 15 weeks).

An “emergency” is defined as a serious documented illness, or an unforeseen situation that is beyond the student’s control, that prevents a student from completing the semester. Prior to the 12th week, the student still has the option of dropping the class. Arrangements for completing an IN must be initiated by the student and agreed to by the instructor prior to the final examination. If an Incomplete is assigned as the student’s grade, the instructor is required to fill out an “**Assignment of an Incomplete (IN) and Requirements for Completion**” form which specifies to the student and to the department the work remaining to be done, the procedures for its completion, the grade in the course to date, and the weight to be assigned to work remaining to be done when the final grade is computed. Both the instructor and student must sign the form with a copy of the form filed in the department. Class work to complete the course must be completed within one calendar year from the date the IN was assigned. The IN mark will be converted to an F grade should the course not be completed.

COURSE CALENDAR/READINGS/CLASS SESSIONS

	Topics/Daily Activities (order of topics subject to change)	Readings and Homework
Week 1	Introduction & Key Drivers; Big Data	
Week 2	Cloud Computing; Wireless Connectivity	
Week 3	Internet of Things; Post-Screen Usability	
Week 4	Physical-Digital Convergence; Digital Advertising	Individual paper, due by beginning of class
Week 5	Cybersecurity; Digital Currency & Payments	
Week 6	Artificial Intelligence	Group project proposal, due by beginning of class
Week 7	Messaging & Social Commerce; Beacons & Location Awareness	
Week 8	Autonomous Vehicles; Augmented & Virtual Reality	
FINAL Date	Group Presentations	Group written presentation due, and presentations during exam period

Please note: Weekly topics schedule subject to change. The date/time of the Final Exam is determined by the University. For the date and time of the final for this class, consult the USC *Schedule of Classes* at www.usc.edu/soc. Select the corresponding semester to view and click on the “Final Examinations Schedule” link on the left side of the screen.