

**PRIN 530: Business Essentials for Product Innovators**

**Units:** 4.0  
**Spring 2022** Tuesdays + Thursdays  
5:30 - 7:20 PM  
**Location:** **via Zoom**  
**Instructor:** Scott Armanini  
**Office:** Virtual (Silicon Valley)  
**Office Hours:** By appointment  
<https://calendly.com/armanini/15min>  
**Contact Info:** [sarmanin@usc.edu](mailto:sarmanin@usc.edu)  
415.999.4700  
I will try to respond the same day  
**IT Help:** <https://iovine-young.usc.edu/ait/index.html>  
**Hours:** 8:30 AM - 5:00 PM  
**Contact Info:** [iyhelp@usc.edu](mailto:iyhelp@usc.edu)  
213.821.6917

**Course Description**

Foundational concepts, methodologies and techniques applicable for conceiving and launching startups and new products, as well as managing and improving existing enterprises.

We'll explore Lean Startup, Design Thinking / Human-Centered Design, and Business Model Innovation; Market Entry and Scaling; Fundraising; Brand and Market Strategy; Strategic Planning; and Project and Supply Chain Management.

**Learning Objectives & Outcomes:**

Before you can disrupt business, you must build a competent vocabulary and key insights for what business is, and can be. The first of three courses that build the groundwork for students to develop a unique business mindset, Business Essentials provides an overview of general concepts and techniques leading to theoretical and practical fluency, and the skills necessary to thrive across the digital and/or physical product landscape and organization.

After the course, students will be able to showcase demonstrated understanding of business essentials and methodologies including:

- Launching and Running a Startup, from Idea to Scale, including: Customer Discovery, Understanding the Jobs to be Done, Creating and Validating Value Propositions, Lean Startup and Design Thinking methodologies, Fundraising and Blitzscaling,
- Product roadmapping, supply chain management, market research and trends analysis, brand strategy and marketing strategy, project management, and strategic planning.
- Students will also walk away with an introductory understanding of the language of finance, accounting, and statistics.

### **Amazon.com**

Bill Reichert ([Getting to Wow! Silicon Valley Pitch Secrets for Entrepreneurs](#)) (\$15)

Jenn Lim ([Beyond Happiness](#)) (\$22)

Reid Hoffman ([Blitzscaling](#)) (\$20)

### **Harvard Business Publishing coursepack** (\$22.75)

<https://hbsp.harvard.edu/import/892066>

A Simpler Way to Modernize Your Supply Chain

Mt. Everest v3 (Leadership and Team Simulation)

Tony Hsieh at Zappos: Structure, Culture and Radical Change

Zappos's CEO on Going to Extremes for Customers

### **Free Resources**

Alexander Osterwalder ([www.alexosterwalder.com](http://www.alexosterwalder.com))

Strategyzer ([www.strategyzer.com](http://www.strategyzer.com))

**Book preview:** *Business Model Generation*

<https://assets.strategyzer.com/assets/resources/business-model-generation-book-preview-2010.pdf>

**Book preview:** *Value Proposition Design*

<https://assets.strategyzer.com/assets/resources/value-proposition-design-book-preview-2014.pdf>

**Book preview:** *Testing Business Ideas*

<https://cdn2.hubspot.net/hubfs/4952096/Strategyzer-Books-Testing-Business-Ideas-Teaser.pdf>

**Book preview:** *The Invincible Company*

[https://cdn2.hubspot.net/hubfs/4952096/Strategyzer\\_Series\\_Books\\_The\\_Invincible\\_Company\\_Preview.pdf](https://cdn2.hubspot.net/hubfs/4952096/Strategyzer_Series_Books_The_Invincible_Company_Preview.pdf)

**Book preview:** *High Impact Tools for Teams*

[https://www.strategyzer.com/hubfs/High-Impact-Tools-for-teams\\_%20HITT%20Book%20Preview\\_sample.pdf](https://www.strategyzer.com/hubfs/High-Impact-Tools-for-teams_%20HITT%20Book%20Preview_sample.pdf)

Clayton Christiansen ([Jobs to be Done](#))

Michael Porter ([5 Forces](#))

Steve Blank ([www.steveblank.com](http://www.steveblank.com))

[Why the Lean Startup Changes Everything](#)

Blue Ocean Strategy ([Red and Blue Oceans](#))

IDEO ([Design Thinking](#))

Stanford d.school ([design resources](#))

Intuit ([Quickbooks](#))

<b>Deliverable</b>	<b>Due Date</b>	<b>Points</b>	<b>Percentage</b>
Individual Assignment 01 – Business Model Canvas	Jan 18	50	5%
Individual Assignment 02 – Value Proposition Canvas	Jan 28	50	5%
Individual Assignment 03 – Pitch Deck, Fundraising Ask	Feb 8	50	50%
Reflection 01 – Zappos and Company Culture	Feb 22	50	5%
Reflection 02 – Zappos and Company Culture	Mar 8	50	5%
Individual Assignment 04 – Brand + Marketing Strategy	Mar 29	50	5%
Individual Assignment 05 – P&L, Cash Flow Statement	Apr 12	50	5%
Individual Assignment 06 – Blitzscaling Strategy	Apr 26	50	5%
Simulation – Mt. Everest	Week 7	100	10%
Reflection 03 – Jenn Lim, Beyond Happiness	May 10	50	5%
Final Project	May 10	300	30%
Participation	All Semester	150	15%
<b>Totals</b>		<b>1000</b>	<b>100%</b>

### **Grading Scale**

Course final grades will be determined using the following scale:

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

### **Assignment Rubrics**

Will be posted on Blackboard.

### **Assignment Submission Policy**

Due dates are listed in the Course Schedule, below.

### **Grading Timeline**

Within one week of submission.

## **Academy Attendance Policy**

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by  $\frac{1}{3}$  of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

### *Fall 2021 addendum:*

- Unless students provide an accommodation letter from USC's Office of Student Accessibility Services or a letter from IYA Student Services detailing visa or travel restrictions, attendance and active participation is expected in the classroom. Any student with such accommodations should submit their accommodation document to the instructor as soon as possible to discuss appropriate accommodations. Either classroom recordings or live remote access to the class via Zoom will be provided.
- Students who are experiencing illness should not attend class in person. Please inform the instructor in advance of any class sessions that you can't attend for medical reasons, and accommodations will be arranged to view recorded lectures and submit alternatives to any missed class participation. Students will not be penalized for not attending class in person under these circumstances.
- In the event that you find yourself experiencing COVID-19 related symptoms, in keeping with university recommendations, you should Stay home! This is the best way to prevent spreading COVID-19 as supported by scientific evidence; Please do not come to an in-person class if you are feeling ill, particularly if you are experiencing symptoms of COVID-19

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 01 Tuesday, January 11</p>	<p>Course Overview: What are Business Essentials?</p> <ul style="list-style-type: none"> <li>Idea to Minimum Viable Product (MVP)</li> <li>MVP to Launch</li> <li>Fundraising</li> <li>Market Entry</li> <li>Growth</li> <li>Scaling</li> </ul> <p>What is Lean Startup? What is a Business Model Canvas? What are Jobs to be Done? What are Red and Blue Oceans? What is Disruptive Innovation?</p>	<p><b>Watch the videos:</b> Clay Christensen: <i>The Jobs to be Done Theory</i> <a href="#">Alexander Osterwalder: Business Model Canvas</a></p> <p><b>Read:</b> Steve Blank: <i>Why the Lean Startup Changes Everything</i> <a href="https://hbr.org/2013/05/why-the-lean-start-up-changes-everything">https://hbr.org/2013/05/why-the-lean-start-up-changes-everything</a></p> <p>Steve Blank: <i>The Class That Changed the Way Entrepreneurship is Taught</i> <a href="https://steveblank.com/2021/07/13/this-class-changed-the-way-entrepreneurship-is-taught/">https://steveblank.com/2021/07/13/this-class-changed-the-way-entrepreneurship-is-taught/</a></p>	
<p>Week 01 Thursday, January 13</p>	<p>Business Models</p>	<p><b>Training:</b> <i>Introduction to the Business Model Canvas</i> <a href="https://platform.strategyzer.com/training/crash-courses/business-model-basics">https://platform.strategyzer.com/training/crash-courses/business-model-basics</a></p> <p><i>Building Blocks of the Business Model Canvas</i> <a href="https://www.strategyzer.com/business-model-canvas/building-blocks">https://www.strategyzer.com/business-model-canvas/building-blocks</a></p> <p><i>Business Model Examples</i> <a href="https://www.strategyzer.com/business-model-examples">https://www.strategyzer.com/business-model-examples</a></p> <p><b>Book preview:</b> <i>Business Model Generation</i> <a href="https://assets.strategyzer.com/assets/resources/business-model-generation-book-preview-2010.pdf">https://assets.strategyzer.com/assets/resources/business-model-generation-book-preview-2010.pdf</a></p>	<p>Individual Assignment #1 Create a Business Model Canvas for _____,</p> <p>Due before next class (Tuesday, January 18)</p>
<p>Week 02 Monday, January 17</p>	<p>Martin Luther King Day holiday</p>		

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 02 Tuesday, January 18</p>	<p>Value Propositions</p>	<p>Read: <i>Value Proposition Canvas</i> <a href="https://www.strategyzer.com/canvas/value-proposition-canvas">https://www.strategyzer.com/canvas/value-proposition-canvas</a></p> <p><a href="https://assets.strategyzer.com/assets/resources/the-value-proposition-canvas.pdf">https://assets.strategyzer.com/assets/resources/the-value-proposition-canvas.pdf</a></p> <p><b>Book preview:</b> <i>Value Proposition Design</i> <a href="https://assets.strategyzer.com/assets/resources/value-proposition-design-book-preview-2014.pdf">https://assets.strategyzer.com/assets/resources/value-proposition-design-book-preview-2014.pdf</a></p>	
<p>Week 02 Thursday, January 20</p>	<p>Value Propositions</p>	<p><b>Training:</b> <i>Introduction to the Value Proposition Canvas</i> <a href="https://platform.strategyzer.com/training/crash-courses/value-proposition-canvas">https://platform.strategyzer.com/training/crash-courses/value-proposition-canvas</a></p>	<p>Individual Assignment 02: Create a Value Proposition Canvas for _____.</p> <p>Due before next class (Tuesday, January 28)</p>
<p>Week 03 Tuesday, January 25</p>	<p>Customer Discovery</p>	<p>Steve Blank: <i>How to Find a Market?</i> <a href="https://steveblank.com/2021/11/04/market-definition-its-the-front-end-of-customer-discovery/">https://steveblank.com/2021/11/04/market-definition-its-the-front-end-of-customer-discovery/</a></p>	
<p>Week 03 Thursday, January 27</p>	<p>Customer Discovery</p>	<p><i>Jobs to be Done</i> <a href="https://strategyn.com/jobs-to-be-done/">https://strategyn.com/jobs-to-be-done/</a></p> <p>Customer Needs <a href="https://strategyn.com/outcome-driven-innovation-process/understanding-customer-needs/">https://strategyn.com/outcome-driven-innovation-process/understanding-customer-needs/</a></p>	

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 04 Tuesday, February 1</p>	<p>Fundraising</p>	<p>Read: Bill Reichert (<a href="#">Getting to Wow! Silicon Valley Pitch Secrets for Entrepreneurs</a>)</p>	
<p>Week 04 Thursday, February 3</p>	<p>Fundraising</p>	<p>Read: Bill Reichert (<a href="#">Getting to Wow! Silicon Valley Pitch Secrets for Entrepreneurs</a>)</p>	<p>Individual Assignment 03: Create a Pitch Deck and Fundraising "Ask" for _____.</p> <p>Due before next class (Tuesday, February 8)</p>
<p>Week 05 Tuesday, February 8</p>	<p>Design Thinking</p>	<p>Watch the video: <i>IDEO on 60 Minutes</i> <a href="https://www.ideo.com/post/ideo-on-60-minutes-and-cbs-this-morning">https://www.ideo.com/post/ideo-on-60-minutes-and-cbs-this-morning</a></p> <p>Read: IDEO: <i>Design Thinking</i> <a href="https://designthinking.ideo.com/">https://designthinking.ideo.com/</a></p> <p>IDEO: <i>Field Guide to Human-Centered Design</i> <a href="https://d1r3w4d5z5a88i.cloudfront.net/assets/guide/Field%20Guide%20to%20Human-Centered%20Design_IDEOorg_English-0f60d33bce6b870e7d80f9cc1642c8e7.pdf">https://d1r3w4d5z5a88i.cloudfront.net/assets/guide/Field%20Guide%20to%20Human-Centered%20Design_IDEOorg_English-0f60d33bce6b870e7d80f9cc1642c8e7.pdf</a></p>	

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 05 Thursday, February 10</p>	<p>Design Thinking</p>	<p>Read:            IDEO: <i>Design Thinking for Educators</i>  <a href="https://designthinking.ideo.com/resources/design-thinking-for-educators">https://designthinking.ideo.com/resources/design-thinking-for-educators</a></p> <p>IDEO: <i>Design Thinking for Educators Toolkit</i>  <a href="https://f.hubspotusercontent30.net/hubfs/6474038/Design%20for%20Learning/IDEO_DTEdu_v2_toolkit+workbook.pdf">https://f.hubspotusercontent30.net/hubfs/6474038/Design%20for%20Learning/IDEO_DTEdu_v2_toolkit+workbook.pdf</a></p>	
<p>Week 06 Tuesday, February 15</p>	<p>Red and Blue Oceans</p>	<p>Watch:  <i>Blue Ocean</i> (videos)  <a href="https://www.youtube.com/c/blueoceanstrategy">https://www.youtube.com/c/blueoceanstrategy</a></p> <p>Read:  <i>Red Ocean vs. Blue Ocean</i>  <a href="https://www.blueoceanstrategy.com/tools/red-ocean-vs-blue-ocean-strategy/">https://www.blueoceanstrategy.com/tools/red-ocean-vs-blue-ocean-strategy/</a></p>	
<p>Week 06 Thursday, February 17</p>	<p>Red and Blue Oceans</p>	<p>Read:  <i>Blue Ocean Toolkit</i>  <a href="https://blueoceanstrategy.s3.amazonaws.com/download/Blue-Ocean-Toolkit-2021.pdf">https://blueoceanstrategy.s3.amazonaws.com/download/Blue-Ocean-Toolkit-2021.pdf</a></p>	<p>Reflection #1            Design Thinking            Due before next class            (Tuesday, Feb 22)</p>
<p>Week 07 Monday, February 21</p>	<p>Presidents' Day holiday</p>		



Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
Week 07 Tuesday, February 22	Company Culuture	<b>Simulation:</b> <i>Mt. Everest v3</i> (Harvard Business Press Coursepak)	
Week 07 Thursday, February 24	Company Culture	<b>Simulation:</b> <i>Mt. Everest v3</i> (Harvard Business Press Coursepak)	
Week 08 Tuesday, March 1	Company Culture	Read: <i>Zappos's CEO on Going to Extremes for Customers</i> (Harvard Business Press Coursepak)	
Week 08 Thursday, March 3	Company Culture	Read:  Tony Hsieh at Zappos: Structure, Culture and Radical Change (Harvard Business Press Coursepak)	Reflection #2 Mt. Everest Simulation, and Zappos  Due before next class (Tuesday, March 8)
Week 09 Tuesday, March 8	Branding	Read: <i>Brand Toolkit</i> <a href="https://www.columnfivemedia.com/wp-content/uploads/2021/02/C5-Brand-Strategy-Brand-Toolkit-Updated-February-2021.pdf">https://www.columnfivemedia.com/wp-content/uploads/2021/02/C5-Brand-Strategy-Brand-Toolkit-Updated-February-2021.pdf</a>  <i>Brand Identity Toolkit</i> <a href="https://www.columnfivemedia.com/wp-content/uploads/2021/08/Column-Five-Brand-Identity-Toolkit.pdf">https://www.columnfivemedia.com/wp-content/uploads/2021/08/Column-Five-Brand-Identity-Toolkit.pdf</a>	

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 09 Thursday, March 10</p>	<p>Branding</p>	<p>Read: <i>Employer Brand Toolkit</i> <a href="https://www.columnfivemedia.com/wp-content/uploads/2020/09/C5-EmployerBrandToolkit-FINAL-UPDATE.pdf">https://www.columnfivemedia.com/wp-content/uploads/2020/09/C5-EmployerBrandToolkit-FINAL-UPDATE.pdf</a></p> <p><i>50 Handy Employer Brand Tools, Tips, and Resources</i> <a href="https://www.columnfivemedia.com/resources-tools-to-build-a-strong-employer-brand/">https://www.columnfivemedia.com/resources-tools-to-build-a-strong-employer-brand/</a></p> <p><i>Content Marketer's Guide to Data Storytelling</i> <a href="https://www.columnfivemedia.com/resources/content-marketers-guide-to-data-storytelling/">https://www.columnfivemedia.com/resources/content-marketers-guide-to-data-storytelling/</a></p>	
<p>March 13 – 20</p>	<p>Spring Break holiday</p>		

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 10 Tuesday, March 22</p>	<p>Marketing</p>	<p>Read:  <a href="https://pdfliner.com/brand-and-rebrand-questionnaire">https://pdfliner.com/brand-and-rebrand-questionnaire</a><i>Content Strategy Toolkit</i>  <a href="https://www.columnfivemedia.com/wp-content/uploads/2021/01/Content-Strategy-Toolkit-FINALfinal.pdf">https://www.columnfivemedia.com/wp-content/uploads/2021/01/Content-Strategy-Toolkit-FINALfinal.pdf</a>   <i>How to Build a Long-Term Strategy in a Real-Time World</i>  <a href="http://www.columnfivemedia.com/wp-content/uploads/2021/01/How-to-Build-Long-Term-Strategy.pdf">http://www.columnfivemedia.com/wp-content/uploads/2021/01/How-to-Build-Long-Term-Strategy.pdf</a></p>	
<p>Week 10 Thursday, March 24</p>	<p>Marketing</p>	<p>Read:  <i>Ultimate Guide to Content Distribution</i>  <a href="https://www.columnfivemedia.com/wp-content/uploads/2017/10/UltimateGuidetoContentDistributionFINAL.pdf">https://www.columnfivemedia.com/wp-content/uploads/2017/10/UltimateGuidetoContentDistributionFINAL.pdf</a>   <i>50+ Handy Content Strategy Tips, Tools, and Resources</i>  <a href="https://www.columnfivemedia.com/tips-tools-resources-content-strategy/">https://www.columnfivemedia.com/tips-tools-resources-content-strategy/</a></p>	<p>Individual Assignment 04            Craete the Brand and Marketing Strategies for _____.             Due before next class            (Tuesday, March 29)</p>

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 11 Tuesday, March 29</p>	<p>Market Entry</p>	<p>Read:  <b>Book preview: <i>Testing Business Ideas</i></b>  <a href="https://cdn2.hubspot.net/hubfs/4952096/Strategyzer-Books-Testing-Business-Ideas-Teaser.pdf">https://cdn2.hubspot.net/hubfs/4952096/Strategyzer-Books-Testing-Business-Ideas-Teaser.pdf</a></p> <p><b>Training: <i>From Idea to Business</i></b>  <a href="https://platform.strategyzer.com/training/crash-courses/from-idea-to-business">https://platform.strategyzer.com/training/crash-courses/from-idea-to-business</a></p>	
<p>Week 11 Thursday, March 31</p>	<p>Market Entry</p>	<p>Read:  <i>Porter's Five Forces Worksheet</i>  <a href="http://designbusinessschool.com.au/wp-content/uploads/2016/02/DBS-Porters-Five-Forces-worksheet.pdf">http://designbusinessschool.com.au/wp-content/uploads/2016/02/DBS-Porters-Five-Forces-worksheet.pdf</a></p> <p><a href="https://unleashresults.com/wp-content/uploads/2020/03/Worksheet-Competitive-Analysis-v-2014-04.pdf">https://unleashresults.com/wp-content/uploads/2020/03/Worksheet-Competitive-Analysis-v-2014-04.pdf</a></p> <p><a href="https://www.researchgate.net/profile/Azam_Pasha2/post/Can_any_one_suggest_competitive_strategies_for_small_business/attachment/5b60ce474cde265cb652f203/AS%3A654561031241730%401533070919505/download/Porters-five-forces_Worksheet_NEW.pdf">https://www.researchgate.net/profile/Azam_Pasha2/post/Can_any_one_suggest_competitive_strategies_for_small_business/attachment/5b60ce474cde265cb652f203/AS%3A654561031241730%401533070919505/download/Porters-five-forces_Worksheet_NEW.pdf</a></p>	

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 12 Tuesday, April 5</p>	<p>Financials</p>	<p>Read: <i>The 6 Essentials of a Basic Cash Flow Statement</i> <a href="https://quickbooks.intuit.com/accounting/reporting/cash-flow/#about">https://quickbooks.intuit.com/accounting/reporting/cash-flow/#about</a></p> <p><i>Statements of Cash Flows: Three Examples</i>, HBS 9-193-1 (Harvard Business Press Coursepack)</p>	
<p>Week 12 Thursday, April 7</p>	<p>Financials</p>	<p><b>Register</b> for <a href="#">Intuit QuickBooks</a></p> <p>Watch these two videos that show you how to do <b><u>simple financial projections within QuickBooks</u></b> and a <b><u>simple pro-forma balance sheet within QuickBooks</u></b>.</p> <p><u>This video shows you how to take your QuickBooks data and export it to Excel and then run your proforma financial statements</u></p> <p><i>Accounting Basics</i> <a href="https://www.accountingcoach.com/accounting-basics/explanation">https://www.accountingcoach.com/accounting-basics/explanation</a></p> <p>Watch <i>SBA business plan video (30 minutes)</i> or <u>read the transcript</u></p>	<p>Individual Assignment 05: Create a Pro Forma P&amp;L and Cash Flow Statement for _____.</p> <p>Due before next class (Tuesday, April 12)</p>

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
<p>Week 13 Tuesday, April 12</p>	<p>Supply Chain</p>	<p>Read: <i>The U.S.'s Supply Chain was a Ticking Time Bomb. Here's How to Rebuild It</i> <a href="https://uscsupplychain.com/blog-post/">https://uscsupplychain.com/blog-post/</a></p> <p><i>Supply Chain Shortages Are Blocking Multiple Industries. Here's What It Means For You</i> <a href="https://uscsupplychain.com/blog-post/supply-chain-shortages-are-blocking-multiple-industries-heres-what-it-means-for-you/">https://uscsupplychain.com/blog-post/supply-chain-shortages-are-blocking-multiple-industries-heres-what-it-means-for-you/</a></p>	
<p>Week 13 Thursday, April 14</p>	<p>Supply Chain</p>	<p>Watch: <i>The Future of Supply Chain Education</i> <a href="https://uscsupplychain.com/blog-post/watch-the-future-of-supply-chain-education/">https://uscsupplychain.com/blog-post/watch-the-future-of-supply-chain-education/</a></p>	
<p>Week 14 Tuesday, April 19</p>	<p>Scaling</p>	<p>Read: Reid Hoffman (<a href="#">Blitzscaling</a>)</p>	
<p>Week 14 Thursday, April 21</p>	<p>Scaling</p>	<p>Read: Reid Hoffman (<a href="#">Blitzscaling</a>)</p>	<p>Individual Assignment 06: Create a Blitzscaling plan for _____.</p> <p>Due before next class (Tuesday, April 26)</p>

Week and Dates	Topics/Daily Activities	Readings and Homework for Today's Class	Deliverable/Due Dates
Week 15 Tuesday, April 26	Company Culture	Read: Jenn Lim ( <a href="#">Beyond Happiness</a> )	
Week 15 Thursday, April 28	Company Culture	Read: Jenn Lim ( <a href="#">Beyond Happiness</a> )	Reflection #2 Jenn Lim, Beyond Happiness  Due before our Final Exam (Tuesday, May 10)
Aprilil 30 - May 3	<i>STUDY DAYS:</i>	<i>STUDY DAYS:</i>	
<b>Finals</b> <b>Tuesday, May 10</b> <b>4:30 - 6:30 PM</b>	Final Presentations	Final Presentations Live, or pre-recorded	

## Statement on Academic Conduct and Support Systems

### 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 Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

### Support Systems:

*Student Health Counseling Services - (213) 740-7711 – 24/7 on call*  
[engemannshc.usc.edu/counseling](http://engemannshc.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*  
[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP)*  
-213-740-9355 (WELL)  
<https://studenthealth.usc.edu/sexual-assault/>

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Relationship and Sexual Violence Prevention and Services provides immediate therapy services for situations related to gender- and power-based harm (e.g., sexual assault, domestic violence, stalking).

*Office of Equity and Diversity (OED) | Title IX - (213) 740-5086*  
[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

*USC Policy Reporting to Title IX (213) 740-5086*  
<https://policy.usc.edu/reporting-to-title-ix-student-misconduct/>

The university encourages individuals to report prohibited conduct to the *Title IX Office*. Individuals can report to the university *Title IX Coordinator* in the *Office of Equity and Diversity*.

*Bias Assessment Response and Support - (213) 740-2421*  
[studentaffairs.usc.edu/bias-assessment-response-support](http://studentaffairs.usc.edu/bias-assessment-response-support)



Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[studentaffairs.usc.edu/ssa](http://studentaffairs.usc.edu/ssa)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.