

DSO 443: Business Model Innovations in the Media Industries

USC Marshall School of Business Data Sciences and Operations

What are the drivers for Innovations in the Media Industry?

- **Dynamically Changing** and reconfiguring itself around digital products and content delivered through **broadband networks and wireless communications**, creating the need for new Business Models, value chains and entire new eco-systems
- **New IT-enabled interactive digital products and services**, from Augmented Reality in Video Gaming to Virtual Reality in Sports and Medicine.
- **New non-traditional media companies** challenging current business models and ecosystem

Who should take this course?

Undergrads interested in a business career in consultancy, business management or strategy in the new digital media and entertainment industries. Future successful industry professionals will need to understand how to develop and manage new products and services delivered through digital platforms.

Instructional Goals

This course is geared to students interested in gaining a general understanding, through a **Business Model lens**, of how the entertainment and media industries operate as well as how IT, the Internet, and mobile technologies are changing the economics and management of entertainment and media industries. Using a **Case - study** approach, the aim for students taking this course is to:

- Develop skills to systematically build new business models
- Attain an overview of dynamically evolving entertainment and new media industries landscape
- Evaluate the new communication and information technologies (e.g. 5G, Cloud, RFID and sensors, Virtual Reality) and the new opportunities they provide in the creative industries
- Analyze the strategies of players in this field, including, Beyonce, Disney, Google, Amazon, Meta, Sony, TikTok & Netflix
- Assess new business models and business opportunities
- Understand emerging strategic management Issues in this space
- Gain first-hand perspective new VR offerings and opportunities, such as in Health and Education
- Produce a **Consultancy-grade Final team** report on a select key issue in the new media and entertainment space

DSO 445

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MW 12:00 pm -1:50 pm

Instructor:

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