FALL 2025

DSO 462

Managing a Small Business on the Internet

Section: 16211R

Wednesday 6:00pm-7:50pm

Instructor: Prof. Richard Selby

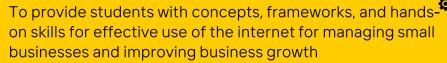✉ rselby@marshall.usc.edu

Units: 2.0   Office: TBD

WHY TAKE THIS COURSE?

Students who plan to have a career in management, marketing, communications, engineering, or consulting with an emphasis on small businesses, business growth, and effective use of the internet

COURSE OBJECTIVES

To provide students with concepts, frameworks, and hands-on skills for effective use of the internet for managing small businesses and improving business growth
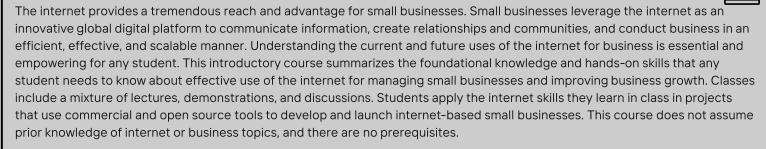
KEY CONCEPTS

- Internet-based business models
- Internet platforms
- Content and customization
- Search, referrals, and ads
- Analytics and targeting
- Data security
- Intellectual property
- Future internet trends

COURSE DESCRIPTION

The internet provides a tremendous reach and advantage for small businesses. Small businesses leverage the internet as an innovative global digital platform to communicate information, create relationships and communities, and conduct business in an efficient, effective, and scalable manner. Understanding the current and future uses of the internet for business is essential and empowering for any student. This introductory course summarizes the foundational knowledge and hands-on skills that any student needs to know about effective use of the internet for managing small businesses and improving business growth. Classes include a mixture of lectures, demonstrations, and discussions. Students apply the internet skills they learn in class in projects that use commercial and open source tools to develop and launch internet-based small businesses. This course does not assume prior knowledge of internet or business topics, and there are no prerequisites.

This two-unit course is open to all USC students from all schools and all majors.

🌐 SCHEDULE OF CLASSES