Instructor: Omar El Sawy      Tuesday evenings  6:30 – 9:30 pm      elsawy@marshall.usc.edu

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Class Name & Number:
GSBA 556 (15941)- Business Models for Interactive Digital Media & Services  - Spring 2013

Course Description:
This course focuses on identifying, designing, and assessing better business models and business development for products/services delivered through interactive digital platforms. It also centers on assessing growing niches in the dynamically evolving media/entertainment/telecom marketplace – which has been termed the Networked Digital Industry (NDI). NDI is a dynamic growing industry that is taking shape around new products & services delivered through broadband digital networks & wireless communications --- triggering new value chains, new business models & entirely new sets of relationships. It is being created from convergences (and collisions) of the media, telecom, entertainment, gaming, and software industries. Senior executives in the NDI – especially those in the digital entertainment marketplace – have indicated a great need for MBAs who can contribute to new business development initiatives. Fortunately, most sectors of this industry are doing well in this difficult economic climate.

The course takes a strategy approach to understanding dynamics, business models, & digital ecosystems. It does <i>not focus on technology details, and has a general management multi-disciplinary orientation.</i>

This course uses lectures, case studies, articles, industry reports, and features exec guest speakers who provide current practice insights. These have included senior executives (CEO, Founder, VP, Director) from AT&T, Disney, Qualcomm, Electronic Arts Mobile, MakeITWork, Mozilla, TiVo, & innovative startups. Assignments include case analyses (Google, Sony, Apple, HTC, Hulu, LinkedIn, ...), an ecosystem niche assessment report, & developing a business model proposal for senior execs. The course draws on the expertise & contacts of Marshall’s Institute for Communications Technology Management (CTM) and its 20+ sponsoring companies www.marshall.usc.edu/ctm. Together with IOM 543 (Global Business Issue in the Networked Digital Industry), this course also provides helpful skills for qualifying for the Marshall MBA case team that competes in the $25K handsomely priz ed MBA Annual International Technology Strategy Business Case Competition held in Boston in March (won $15K 2nd prize in 2010) http://management.bu.edu/casecomp/. Also a good combo with GSBA 555 (Managing in the Creative Industries).

Skills Acquired Through this course:
1) How to scope and assess a business ecosystem niche in an emerging industry.
2) How to systematically identify, generate, build, & assess better business models for launching services provided through interactive digital platforms.
3) Use of new strategic frameworks and methods suited to rapidly changing industries with emerging technologies, structural discontinuities, & dynamic ecosystems.
4) Understanding of dynamics, drivers, & value chains of the global telecom, entertainment, media, & gaming industries -- & how they are converging ( & colliding) into the NDI.
5) Appreciation of partnering strategies for digital platforms in entertainment / telecom space.
6) Familiarity with future-casting methodologies & generation of alternative future scenarios for new services based on digital platforms.

This course would benefit those pursuing careers in these FUNCTIONS:

This course would benefit those pursuing careers in these INDUSTRIES:
Any industry that delivers services & content through broadband digital networks & interactive digital platforms -- whether healthcare, consumer retail, or entertainment. Especially geared to careers in industries that depend heavily on services provided through interactive digital platforms such as telecom, media, entertainment, software, social networks, and online gaming.