COURSE CATALOG DESCRIPTION:
In this course you will learn the skills needed to become a successful leader of digital technology at any level. You will understand how innovation is driven by responses to persistent IT challenges and the race to capture the mindshare of the connected consumer. Each discussion will explore how the evolution of software development is poised to drive significant change in business models and through a broad selection of reading material, lectures and deep study, the course will also explore how data science, artificial intelligence, the Internet of things, digital and social media are changing our world. This course will also prepare you to develop a more analytical mindset through the introduction of methodologies that allow enterprises and entrepreneurs to develop new business models and products. Recommended for students aiming to enhance their ability to lead at any level and gain a deep understanding of computing sciences that are shaping industries and consumer behavior.

COURSE GOALS & OBJECTIVES

- Gain a deep understanding of the latest technologies and related new products/services (artificial intelligence, internet of things, cloud computing) which have disrupted existing industries and created new ones.
- Explore emerging trends that are reshaping society and culture and how they are driving global economies.
- Learn how to effectively practice innovative leadership that influences and inspires positive change.
- Identify emerging business models and how to harness trends that are likely to be the next wave of progress.
- Understand the role of social responsibility, equity and businesses that balance purpose and profit - businesses that consider the impact of their decisions on their workforce, customers, suppliers, community, and the environment.
- Gain a deep understanding of the traits of successful leaders who have adapted to rapidly changing paradigms in preparation for the marketplace of the future.

**Grading:**
Participation: 10%
Assignments/Quizzes: 15%
Attendance: 25%
Midterm: 25%
Final Project: 25%

**Handouts:**
- In addition, case studies, exercises, and articles will be assigned prior to the start of class. Professor may require one textbook as the basis of the course. TBA by May 2021

### COURSE OUTLINE

<table>
<thead>
<tr>
<th>Monday, June 21, 2021</th>
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<tbody>
<tr>
<td><strong>Week 1 - Digital Technology in Business and Society</strong></td>
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<tr>
<td>● Overview of Digital Technology</td>
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<td>● The Impact of Technology on Business</td>
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<tr>
<td>● Advancements in AI, Data Mining, Machine Learning, Cloud architectures, IoT, Blockchain, Social Media and Smartphones and its impact on economies and culture</td>
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<tr>
<td><strong>Readings -</strong></td>
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<td>☐ <em>Tech Trends 2021, Deloitte</em></td>
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<th>Wednesday, June 23, 2021</th>
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<tr>
<td><strong>Week 1 - Technology Leadership</strong></td>
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<tr>
<td>● Best Practices for a Better Tomorrow</td>
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<td>● Leadership and Management</td>
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<td>● Fostering Innovation</td>
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<tr>
<td><strong>Guest Lecturer:</strong> Dinesh Moorjani, Co-Founder of Tinder</td>
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<td>Readings -</td>
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<tr>
<td>❑ <em>Train your People to Think in Code</em> - (HBR Article) Waller, David</td>
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<td>❑ <em>The Elements of Value</em> (HBR Article) Almoquist, Eric, John Senior and Nicholas Bloch</td>
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<td>❑ <em>The State of Leadership: Is Disruption Creating a Crisis in Confidence?</em> (handout)</td>
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<td>❑ <em>From Good to Great, Chapters 1 - 3</em></td>
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**Monday, June 28, 2021**

**Week 2 - Data Science**

- Ethical Implications of Data Science
- Data Science and the Future of Consumer Experience
- Cryptocurrency

**Guest Lecturer:** Michael Bagalman, VP of Insights and Analytics, Starz Network

**Readings -**

- ❑ *Ethical Technology and Trust: Applying your company’s values to technology, people, and processes* (Deloitte - handout)
- ❑ *Case Study: The Strategy Behind TikTok’s Global Rise by Rebecca Fannin* (handout)

**Wednesday, June 30, 2021**

**Week 2 - Organizational Structure**

- Entrepreneurs and Intrapreneurs
- Building a Team and Creating Culture
- New Directions—Lean, Flat, Agile, Flexible, Robust

**Guest Lecturer:** Carlos Hattix, Lead Recruiter for Amazon, Microsoft, Uber

**Readings -**

- ❑ *From Good to Great: Why Some Companies Fail - Chapters 7 and Chapter 8*
- ❑ *The Innovator’s Dilemma, Clayton Christensen Chapters 1, 2 and 3*

**Monday, July 5, 2021**

**Week 3 - What Makes Great Companies**
- Developments inspired by IT Challenges
- How Companies Apply Macro Forces for New Ways of Doing Business
- Purpose Driven Organizations, from Non-Profits to B-Corps

**Guest Lecturer:** Harry Lin, Head of Business Development, IMDB an Amazon Company

**Readings** -
- *Macro Technology Forces*, Deloitte Digital (handout)
- *Why Companies are Becoming B Corps* by Deloitte Digital (handout)

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**Wednesday, July 7, 2021**

**Week 3 - Digital Product Development**
- Dissecting the Product Development process
- Product Management
- Team Dynamics and Problem Solving Methodologies

**Guest Lecturer:** Clorama Dorvillas, Product Manager, Oculus/Facebook

**Readings** -
- Lean Product Management 1.1 - (handout)
- *Finance and the Future of IT* (handout)

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**Monday, July 12, 2021**

**Week 4 - Technology and Emerging Markets**
- Challenges and Trends in Sub-Saharan Africa
- Solving Global Crises through Innovation

**Guest Lecturer:** Dara Oke, Product Designer, Netflix

**Readings** -
- *The Innovator’s Dilemma*, Clayton Christensen Chapters 4 and 5
- *Leading with Purpose and Humanity*
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<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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| Wednesday, July 14, 2021 | **Week 4 - Marketing During the Time of Crisis**  
- The Next Frontier for Developed Nations  
- Big Pharma Technology  
- Disruption and the Health Industry  

**Guest Lecturer:** Shoshanna Rosen, Media Marketing Operations, AMGEN  

**Readings -**  
- *Handouts TBD*  
- *The Innovator’s Dilemma*, Clayton Christensen Chapters 6, 7 and 8 |
| Monday, July 19, 2021 | **Week 5 - Streaming media, Gaming and their Business Models**  
- How Streaming Media has Transformed Culture  
- User Privacy and User Data: Ethics in a Digitized World  
- Cryptocurrency and Gaming  

**Guest Lecturer:** Benjamin Hoyt, VP of Production, Hxro  

**Readings -**  
- Case Study: *Why is it So Hard for Users to Control their Data*; Baskrar Chakravorti, Harvard Business Review  
- Case Study: The Kind of Creativity that Fueled WeChat’s Success |
| Wednesday, July 21, 2021 | **Week 5 - Emerging Trends**  
- Artificial Intelligence & Retail |
- MOOGs, Telehealth and Other Disruptive Technology Waves
- Evolved Business Models from Pandemic Disruption

**Guest Lecturer:** Rita Ravindra, Chief Operating Officer, Fitplan

**Readings** -
- Human Experience Platforms, Deloitte Digital
- Handouts TBD

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**Monday, July 26, 2021**

**Week 6 - Leadership**
- The Psychology of a Leader
- How to Lead with Influence
- Studies on Teamwork and Collaboration

**Guest Speaker:** Brian Barry, Chief of Staff, Los Angeles Area Chamber of Commerce

**Readings** -
- Handouts TBD

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**Wednesday, July 28, 2021**

**Week 6 - Final Exam & Short Lecture**
- Final Exam
- Creating Culture at any Level in an Organization
- Opportunities & Careers in Technology Fields

**Readings** - None

**GROUP PRESENTATIONS/FINAL PROJECT**