This course is an intensive and in-depth study of the rapidly evolving global telecommunications and media industry viewed through the perspective of an entrepreneur/innovator (whether at a start-up or an established company) attempting to introduce a new product or service into the market.

Note that UGBA 140 is NOT a prerequisite to this course.

In particular, we want to understand:

- What are the economics of production and distribution of telecommunications/media services? How are the economics changing? - What role do network effects and standards have on adoption of new products and services?
- How are products and services marketed and distributed?
- What are potential ways to price new products/services and what are the tradeoffs/consequences?
- How do firms compete and what are the sources of competitive advantage?
- What are the key regulatory and public policy issues facing the telecommunications/media industry and how do they impact the individual entrepreneur/innovator?

We will study companies such as Apple, Netflix, TiVo, Skype, YouTube, Dolby, Pandora and numerous startups to understand the opportunities and challenges in creating viable businesses in the 21st century telecommunications and media industry. Topics are covered through lectures, discussions, and guest speakers.

Prerequisite: Upper division standing. Prior exposure to microeconomics (at the level of Econ 1) and financial accounting (how to read a corporate financial statement) is helpful, but not required.

Required reading: Course reader and additional readings from the Internet.
Basis for final grade: Assignments, participation in class and on-line discussion, final exam.

About the instructor:
Reza Moazzami has over fifteen years of experience as an engineer, entrepreneur/CEO, investor, and educator in the IT and communications industries. He received B.S. with highest honors, M.S., and Ph.D. degrees in Electrical Engineering and Computer Science from UC Berkeley, and a MBA from the Sloan School of Management at the Massachusetts Institute of Technology. He holds eleven patents and has been a speaker at numerous technology industry conferences and leading universities.