This course is an intensive and in-depth study of the rapidly evolving global information technology (IT) 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.

In particular, we want to understand:

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

We will study both established companies as well as numerous startups to understand the opportunities and challenges in creating viable businesses in the 21st century IT 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. Although we will cover many technology sectors and emerging technologies, this course is NOT intended to serve as a technology tutorial or a managing information systems (MIS) course. Our focus is on general management and strategy in the IT industry, not IT itself. We will delve into the technology only to the extent necessary to understand the choices facing the general manager/entrepreneur.

**Required reading:** Course reader and additional readings from the Internet.

**Basis for final grade:** Assignments, class participation, and paper.

**About the instructor:**
Reza Moazzami has over twenty 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.