From Software Innovation to Social Entrepreneurship

Instructor: Suresh K. Lodha; lodha@soe.ucsc.edu; E2-361 or E2-262
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Class Location: Baskin Engineering 152
Meeting Times: MW 5:00-6:45pm
Office Hours: MW 4:00-5:00, MW after class, and by appointment
Class Web Page: http://soe.ucsc.edu/classes/cmps080s/Spring11

Syllabus:
Social Networks (weak ties, visualizing network in facebook, linked in)
Software and Technology Tools for Empowerment (web, blog, facebook, twitter, web 2.0, long tail, fortune at the bottom of the pyramid, wikipower)
Social Issues in California
Innovation, Action, and Entrepreneurship (co-creation)

Reading: enclosed

Pedagogy:
Peer Learning/Co-learning Teacher-centered
Highly Interactive Lecture-Oriented
Experiential Theoretical
Learning by Doing Learning by Reading
Team-Based One Person
Engaged Isolated
Emergent Structured
Customized One size fits all
Adaptive Pre-determined
Organic Deterministic
Active Passive
Social Drawing Room
Innovation Tell me what to do

Textbooks: None
Prerequisites: None
Readings: There will be weekly readings. Readings will be assigned throughout the course.
Examination: There will be no midterm or final examination.

Presence (Required): Class presence is required. There will be in-class activities in every class. There will also be lots of teamwork and discussion in the classroom. In a sense, the class will work as a team together. An absence is likely to cause disruption. Class attendance will be taken.

At most 2 absences will be allowed. Every absence must be excused by sending an email prior to the absence. In case of an emergency, an email must be sent at the first available opportunity after the absence. If you miss a class, you are required to discuss with your buddy what happened in the class at the first available opportunity.

If you miss more than 2 classes, you will be dropped from the class.
Course Participation (20%):
In-Class Activity: Examples of in-class activities include filling out forms, presentation, discussion, asking questions, and quizzes.
Web Participation: Examples include participation on the web.
Group Participation: There will be weekly meeting with groups.

Homework (20%): There will be assignments almost in every class and definitely weekly homework.

Book Review (15%): You will review a book from a list of books circulated in the class in teams of two. A written report, a written ppt presentation, and a class presentation will be required.

Research on California-Related Social Issue (15%): You will create a two page text+visuals on a topic of interest within California. Possible topics and methodology will be discussed in the class.

Final Project (30%): The final project will be either an action project based on social networks you designed or an entrepreneurial plan. The project will be done in teams of various sizes to be discussed later in the class. The final project will require a written report, a ppt presentation, and a class presentation and may also require a brochure and/or a short video.

Written Portfolio: Every student will be required to submit a written portfolio of ALL the work that has been done during the class through out the quarter. Do NOT throw away any of your work. You will be asked to submit the written portfolio at the end of the quarter.

Grading:
B-: 75-80 A-: 90-95
B: 80-85 A: 95-100
B+: 85-90 A+: > 100 (above and beyond)
Students targeting lower grades such as C (70-80) may consider dropping the class.

Myth 1: This class requires computer science background. NOT true. No background required. This class welcomes and benefits from background in various disciplines. If not clear, ask why.
Myth 2: This class is intended for computer science–oriented students. NOT true. All majors welcome.
Myth 3: This class teaches us technology skills on how to build a Web 2.0 site. NOT true. This class will talk about innovative ideas, research social issues, move towards creating social value and possibly how to organization social actions or create a business plan.