CMPS 80S 2012 Winter
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: Earth and Marine B 206
Meeting Times: MW 5:00-6:45pm
Office Hours: MW 4:00-5:00 (to be decided), MW after class, and by appointment
Class Web Page: http://soe.ucsc.edu/classes/cmps080s/Winter12

Goal:
The goal of this class is to leverage various social network technology tools such as facebook, twitter, crowdsourcing, survey monkey to assess and market your ideas in order to create social value and make an impact on society.

Syllabus:
Leveraging Social Networks to Create Social Capital (weak ties, visualizing social networks)
Web Technology Tools for Empowerment (web, blog, wiki, facebook, twitter, web 2.0, long tail, fortune at the bottom of the pyramid, wikipower, crowd sourcing)
Innovation, Action, and Entrepreneurship (survey monkey, co-creation)

Pedagogy: Emerging models of learning enunciated in the left column will be used in contrast to the prevalent model characteristics enunciated in the right column

<table>
<thead>
<tr>
<th>Peer Learning/Co-learning</th>
<th>Teacher-centered</th>
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<tbody>
<tr>
<td>Highly Interactive</td>
<td>Lecture-Oriented</td>
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<tr>
<td>Experiential</td>
<td>Theoretical</td>
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<td>Learning by Doing</td>
<td>Learning by Reading</td>
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<td>Team-Based</td>
<td>One Person</td>
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<td>Engaged</td>
<td>Isolated</td>
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<td>Emergent</td>
<td>Structured</td>
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<td>Customized</td>
<td>One size fits all</td>
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<td>Adaptive</td>
<td>Pre-determined</td>
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<td>Organic</td>
<td>Deterministic</td>
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<td>Active</td>
<td>Passive</td>
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<td>Social</td>
<td>Drawing Room</td>
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<tr>
<td>Innovation</td>
<td>Tell me what to do</td>
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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, team formation, idea brainstorming, market activity planning.
Group Participation: There will be weekly meeting with groups.

Homework (15%): 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 (or more for a very large class). A written report, a written ppt presentation, and a class presentation will be required.

Entrepreneurial Idea Review (5%): You will review an entrepreneurial idea (that has web presence) from a list of web sites circulated in the class in teams of two (or more for a very large class). This will be a short informal presentation in the class.

Final Project (45%): The final project will be an action project based on social networks. The key will be to demonstrate that you were able to articulate your main idea, establish support for it (evidence will be required in the form of meaningful engagement such as voting, survey participation, blog input, donation, from web participants or through in-person meetings or an executed action). 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. This project will be developed over the whole quarter in phases. Phases include articulation of main idea, survey from potential stakeholders, creation of social value, and evidence of engagement.

Extremely broad projects such as solving all the problems of the world to extremely narrow self-centered projects such as quality of food in dorms will not be allowed. Social nuisance projects such as pillow fighting in a public place will also not be allowed.

Written Portfolio: Every student may be required to submit ALL the work that has been done during the class through out the quarter. Do NOT throw away any of your work.

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. Rather this class will talk about innovative ideas, researching and articulating social issues, move towards creating social value and engagement, and how to organization social actions using technology tools or create a business plan.

Addendum: There will be no book review. Instead, 15% of book review will be distributed as: 5% (homework/in-class quiz), 5% (class participation/presentation), and 5% (final project). (Added February 1, 2012).