Course Title: Building a Successful Business with The Internet of Things  
Course Code: BUS 20  
Instructor: Sudha Jamthe, CEO of IoT Disruptions, IoT Author, Technology Futurist.

Confirmed Guest Speakers Include:  
Mark Spates, Head of Product, Google Home  
SkyBell CEO Andrew Thomas  
Terrance Ryan from Google Cloud Platform  
Gayathri Srinivasan from IBM Watson  
Nader Ghaffari, CEO of Venture Scanner

Grade Options and Requirements:  
- No Grade Requested (NGR)  
  o This is the default option. Just come to class! No work will be required; no credit shall be received; no proof of attendance can be provided.  
- Letter Grade (A, B, C, D, No Pass)  
  o All assignments will be graded on a completed / not completed basis  
    ▪ Attendance 30%  
    ▪ Business Case Study 70%  
- Credit/No Credit (CR/NC)  
  o A passing grade (for “Credit”) = at least 70% of expectations accomplished

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Weekly Outline:  
The classes are a mix of lectures with industry case studies and visits from guest speakers who are entrepreneurs, venture capitalists, business leaders from Google, Venture Scanner, IBM and many IoT startups. The case studies will be customized to the students background to cover the industries of their interest and to help them build out a successful IoT Business as entrepreneurs or to lead the transformation in their companies.

Every lesson of this class is setup to help students understand the IoT ecosystem and best business practices to leave with confidence to build a successful IoT Business big or small.

Week 1: INTRODUCTION
Students will get an overview of what to expect during this course and get introduced to the Internet of Things (IoT) Ecosystem. They will be introduced to the Business Framework we will use weekly that will help them to take a technology idea and build an IoT Business.

Lecture Topics:

1. Class Introductions and Course Overview
2. Understand the Landscape - IoT Market and Ecosystem.
3. Full Lesson Plan with a Sneak Peak at the IoT Business Framework to be used throughout the course.

Week 2: IDEA to IoT BUSINESS FRAMEWORK

Guest Speaker - Terrence Ryan from Google Cloud Platform

Lecture Topics:

1. Introduction to IoT Platforms and Architecture
2. IoT Business Framework
3. Learn the challenges and best practice to build an end-to-end IoT and connect to the cloud, navigating incompatibilities.

Week 3: IOT APPLICATION SPECTRUM

Guest Speaker - IoT entrepreneur/ SkyBell CEO Andrew Thomas

Students will be introduced to Internet of Things Applications and to identify their customers different from consumers.

Lecture Topics:

1. Spectrum of Internet of Things Applications: Wearable, Connected Home, Connected Car, Connected City, and Industrial Applications.

Week 4: TECHNOLOGY IDEA TO IOT PRODUCT

Guest Speaker - Mark Spates, Head of Product, Google Home

Lecture Topics:

Week 5 & Week 6:  POWER OF DATA

For two weeks, students will be introduced to data and its effective utilization for IoT.

**Guest Speaker** - Gayathri Srinivasan of IBM Watson IoT Team.

**Lecture Topics:**

1. How do you create value in IoT using Data?
2. Data Science and IoT - An Introduction to Value Creation and Machine Learning
3. IoT Data in different Scenarios - city, industrial, retail and evolution of AI.

Week 7: IOT CUSTOMER EXPERIENCE

**Lecture Topics:**

Customer Experience for IoT
Value Creation & Service Design

Week 8: SCALING A SUCCESSFUL IOT BUSINESS

**Lecture Topics:**

1. Revenue & Operations
2. Building out the IoT Ecosystem Map for your business success.
3. BOM revisited

Week 9: IoT Industry Analysis

**Lesson Topics -**

Analysis of two key IoT impacted industries with opportunities. This will be customized to case studies applicable to industries for students in the class.

1. Digital Health and Wearables
2. Robots & Drones Business
3. Retail Beacons
4. Insurance and Connected Cars

Week 10 FINAL CLASS BUSINESS PLAN PRESENTATION
**Guest Speakers** - Nader Ghaffari, CEO of Venture Scanner and one or more VCs and Entrepreneurs.

Lecture Topics:

Class presentations and review learning from the class. Some students may choose to present their business plan and get feedback, others submit it to the teacher 1:1 for feedback.

There will be a panel of guests as judges who will provide feedback to the students who choose to present. This includes Nader Ghaffari, CEO of Venture Scanner, the Venture research firm, a Venture Capitalist and an IoT Entrepreneur.

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