

BCN 4930/5906 Special Topics

Digital Technology and Management

Syllabus, Class Schedule

Tu 1-345pm

Fall 2023

Week	Week of	Topic	FIU
1	22-Aug	Intro	Course Outline
2	29-Aug	Business Model Canvas	Topic Lecture
3	5-Sep	Best Practices for Customer discovery	Topic Lecture
4	12-Sep	Value Proposition	Topic Lecture
5	19-Sep	Customer Segments	Topic Lecture
6	26-Sep	Ecosystem	Topic Lecture
7	3-Oct	Progress Presentation	
8	10-Oct	Distribution Channels	Topic Lecture
9	17-Oct	Customer relationships	Topic Lecture
10	24-Oct	Revenue Streams	Topic Lecture
11	31-Oct	Progress Presentation	
12	7-Nov	Key Partners	Topic Lecture
13	14-Nov	Effective Communications	Topic Lecture
14	21-Nov	Capital Raising	Topic Lecture
15	28-Nov	Final Presentation	

3 Types of startups: 1-solve problem with Trimble technology, 2- solve problem by
3-solve problem by creating new application to be added to Trimble offering

Trimble to do: 1-arrange 6-7 team mentors, 2- arrange 3-5 interviews per team,
3- arrange 3 judges to give feedback at each of 3 in class presentations

Trimble	Student Deliverables
Trimble technology, 3 types of startups	n/a
Trimble View of the future	n/a
Trimble Customer, problem solution	Proposed problem
Trimble Customer, problem solution	Interview guide
Trimble to fillin	5 Interviews, update interview guide
Trimble to fillin	10 Interviews
In class Presentation	PPT
Trimble to fillin	10 Interviews
Trimble Customer, problem solution	10 Interviews
Trimble to fillin	10 Interviews
In class Presentation	PPT
Trimble to fillin	Draft Sequoia Template
Trimble to fillin	Draft Sequoia Template
Trimble to fillin	Next steps after course
In class Presentation	PPT

y improving (adding to) Trimble technology