**Week 3: Lecture 9**

**Topic:** Business Models

**Assigned Reading:** Chapter 6

**Course Time Schedule:**

* Reserved Room from 3:00 to 4:30
* Feedback on Projects
* Founder- Richard Branson
* Lecture
* Example Customer Satisfaction Survey
* Move to computer room make own
* Over unless time

**Week 3: Lecture 10**

**Topic:** Ethics and IP

**Assigned Reading:** Chapter 7

**Course Time Schedule:**

* Reserved Room from 3:00 to 4:30
* Lecture
* Kim Dotcom movie
* ICA- on Kim Dotcom
* **Test Review if done**
  + Equity
  + Ventures
  + Balance Sheet Review
* Project Work Time

**Week 3: Lecture 11**

**Topic:** Marketing

**Assigned Reading:** Chapter 11

**Course Time Schedule:**

* Take Customer Survey
* Kim Dotcom movie
* ICA- on Kim Dotcom

**Week 3: Lecture 12**

**Topic:** Financing

**Assigned Reading:** Chapter 10

**Course Time Schedule:**

* Reserved Room from 3:00 to 4:30