**Course Number:** SE 402 & SE 403

**Course Title:** Business of Software II & Business of Software III

**Location:** Cascades

**Course Credit**

(4) This course meets twice per week in lecture, combining approximately 80 hours of instruction, online activities and assignments for 4 credits.

**Pre-requisites**

CS 466

**Description**

Become an entrepreneur. Start a real software business, from ideation to sales. Real-world, hands-on learning in a fast-paced startup environment. Development of product ideas, hypotheses, and business models to discover customers. Teamwork, management, and positioning for investment. Three-term sequence required, including CS 466.

**Content**

* Product brainstorming / ideation process
* Market and technology research
* Customer discovery
* Market validation
* Business models
* Prototyping
* Business model canvas
* Marketing and sales
* Pitch deck design and pitch presentation skills
* Small business administration and management
* Project management and business management tools
* E-commerce systems and monetary transaction processing
* Privacy, terms of use and business ethics
* Venture capital investment

**Learning Outcomes**

1. Execute a software-as-a-service (SaaS) business model, from ideation to sales.
2. Apply software engineering techniques to iteratively improve a software product to meet customer requirements and market demand.
3. Implement product management processes and techniques to design, build, and scale a software-as-a-service platform.
4. Integrate e-commerce tools and systems for monetary transactions.
5. Execute a marketing and sales plan.
6. Discuss the management of a startup software business.
7. Present a business and its product for capital investment.
8. Participate effectively in a team environment.

**Evaluation of Student Performance (A/F)**

In the OSU online catalog, refer to [AR 18 and AR 19](http://catalog.oregonstate.edu/ChapterDetail.aspx?key=75#Section2886) regarding assignment of grades.

* 7% Professional Development
* 33% Project Deliverables
* 40% Business Deliverables
* 20% Presentations

**Learning Resources**

Aulet, B. (2013). *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*. Wiley. ISBN 9781118692288

Aulet, B. (2017). Disciplined Entrepreneurship Workbook. Wiley. ISBN 1119365791

Additional free / online materials provided by the instructor.

**Statement Regarding Students with Disabilities**

Accommodations for students with disabilities are determined and approved by Disability Access Services (DAS). If you, as a student, believe you are eligible for accommodations but have not obtained approval please contact DAS immediately at 541-737-4098 or at [http://ds.oregonstate.edu](http://ds.oregonstate.edu/). DAS notifies students and faculty members of approved academic accommodations and coordinates implementation of those accommodations. While not required, students and faculty members are encouraged to discuss details of the implementation of individual accommodations.

[**Statement of Expectations for Student Conduct**](http://oregonstate.edu/studentconduct/offenses-0)

**Religious Observance**

Oregon State University strives to respect all religious practices. If you have religious holidays that are in conflict with any of the requirements of this class, please see me immediately so that we can make alternative arrangements.

**Excused Absences for University Extracurricular Activities**

Students participating in an officially sanctioned, scheduled, university extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work.