

Dongseo University

Division of Computer Engineering

Software Business

Instructor(s): Elena Tsomko

Classroom:

Office:

Class Time:

Phone:

Office Hours:

Email: hanguknara@gmail.com

Course Description:

This course covers the principles and strategies of software business development and management. Various examples of successful software businesses and case studies will be analyzed in some classes.

Course Goals & Objectives:

The goal of the course is to introduce students to the workflow of software business development, to encourage them to develop competitive software and learn how to sell it.

Course Outline:

- **Week 1: Introduction.**
- **Week 2: Strategy for Software Companies: What to Think About.**
- **Week 3: Why Software is a Business. How did it happen?**
- **Week 4: Strategy, Organization, and Management of Software Company.**
- **Week 5: Managing Software Development: Basic Issues and Best Solutions.**
- **Week 6: Software Sales.**
- **Week 7: Software Marketing.**
- **Week 8: Mid-Term Week**

- **Week 9: Software Entrepreneurship.**
- **Week 10: Case Study.**
- **Week 11: Software Business Overseas: Outsourcing and Innovation.**
- **Week 12: “Emerging” Software Technologies/Companies.**
- **Week 13: Students’ Presentations.**
- **Week 14: Students’ Presentations.**
- **Week 15: Final Week**

Textbook(s)

- Materials will be delivered every class (PPT files).

Class Website: e-Class

Course Assignments & Grading:

- *Mid-term exam : 35%*
- *Final exam : 35%*
- *Quizzes: 5%*
- *Assignments : 10%*
- *Presentation: 10%*
- *Participation 5%*

Grading Policies:

- **Missed Exams:** Make-up exams will be given only for valid and verifiable excuses. It is important to notify me before an exam that you must miss
- **Late work:** All assignments must be submitted on the due date. Late assignments will not be accepted without the prior permission of the instructor.

Course Policies:

- Attendance: If a student has an unexcused absence, he/she loses 1 point per 50 min class from the participation score of 20. If a student misses more than one-fourth of class contact hours for any reason, he/she cannot receive credit for the course.
- Academic Misconduct Policy: Academic misconduct or violation of engineering ethics is unacceptable in the practice of engineering. When you graduate and practice as an engineer, you will be subject to the [Code of Ethics of Engineers](#). While preparing to be an engineer, you are subject to specific rules regarding academic misconduct. Any form of academic misconduct will be penalized and may result in failing the course or expulsion from the university.