University of Miami – School of Business Administration
BUS 636 – United States Business Environment (Doing Business in Silicon Valley) (2 credits)
Global Immersion Elective Course (MBA) - Spring 2018
Trip to San Francisco
Departure – Sunday 4th March 2018
Return – Sunday March 11th 2018
Pre-Trip Class Meetings – Feb, 2017
Post-Trip Class Meetings – March, 2017

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Trip Highlights

The course will visit San Francisco and the Bay Area including what is referred to as Silicon Valley (Palo Alto, Menlo Park and surrounding areas). The visit will include corporate visits and talks from entrepreneurs, financiers, and innovators. Potentially the trip will include a visit to the Tesla Giga Factory in Nevada via Reno as well as tours of cultural highlights such as Napa Valley and the areas Breweries; North Beach, Alcatraz Island, China Town, and the Golden Gate Bridge.

Who should sign up for this course?

All students who have enrolled in the MBA (one year and two year) program and students who are enrolled in the specialized master's programs.

Course Introduction

This course is designed to expose students to the Bay area and in particular the culture and philosophy that is "Silicon Valley." As an innovation hub Silicon Valley has no equal in the world and is the epicenter of the business technology revolution that has transformed the planet since the Second World War. In this course students will be exposed to the origins of Silicon Valley, its roots and heritage; the growth and evolution of the area through the impact of pioneers such as Bill Hewlett and David Packard; innovation hubs such as XEROX PARC; funding centers such as Sands Road ($24.9bn in funding 2016) and an examination of the areas growth through vising companies potentially including: Google, Tesla, Oracle, Netflix, Airbnb, Cisco amongst others.

Understanding the culture of the area is a key to understanding its success and is a cornerstone of the mindset for entrepreneurial students wishing to go forth and build their own ventures. As such exposure and immersion into the Silicon Valley philosophy of

creative success as well as how to manage and handle failure when it occurs is especially important.

Course Objectives

The objective of this two credit course is to provide students with an opportunity to experience the philosophical, cultural, societal, and technical aspects of undertaking business in the innovation capital of the world. The technical aspects will include an appreciation of the emergent technologies impacting next gen product evolution; the structural aspects to financially supporting new ventures unique to the area. These along with cultural and organizational design issues will be considered.

By the end of this course, you will have:

- An appreciation for the history of Silicon Valley.
- A greater awareness for the eco system that is Silicon Valley.
- An understanding of the technical, cultural, and organizational behavioral aspects of the companies that collectively form Silicon Valley.

Learning Outcomes

On completion of the course students will have gained:

- A deeper understanding for the technical, cultural, and organizational dimensions to Silicon Valley. This will enable students to better create, build, and manage relationships with members of the extended Silicon Valley community.
- New knowledge of the history, firms, and culture of Silicon Valley.
- Develop awareness skills as they pertain to new ventures, new emerging technologies, and business development.
- Develop a greater understanding of the competencies around working within an innovation team to solve entrepreneurial business creation problems.

Course Requirements

- Attend two pre-departure classes in January and February and read all required articles.
- Prepare and present an economic analysis group project that will highlight the history, current state of social and economic development of Silicone Valley.
- Attend all lecture, presentations, and site visits in Silicon Valley for the duration of the program
- Prepare and present a post-visit assessment of the trip posed as advice you would give to the political and financial leadership of Miami-Dade County in order to enhance the areas ability to become a more sophisticated technology innovation center in its own right. Your report will cover aspects such as the economic, financial, educational, cultural, and demographic characteristics needed to create an active Miami-based technology-innovation ecosystem.

Textbook and Reading Materials

HBR Articles

- The Origins and Development of Silicon Valley by Tom Nicholas; James Lee (813098-PDF-ENG)
- DON'T BUILD YOUR STARTUP OUTSIDE OF SILICON VALLEY By Maxwell Wessel (H00H6X-PDF-ENG)
- How Europe Can Create Its Own Silicon Valley By Larry Downes
- How Old Are Silicon Valley's Top Founders? Here's the Data By Walter Frick
- Leveraging Silicon Valley - From Wherever You Are By Brad Power
- Renaissance Florence Was a Better Model for Innovation than Silicon Valley By Eric Weiner
- The Danger of Turning Cynical About Silicon Valley By Walter Frick
- The Reason Silicon Valley Beat Out Boston for VC Dominance By Anil Gupta; Haiyan Wang

Plant Article

- CISEPO (CITY SELECTION PROGRAM): A DSS FOR RELOCATING COMPANIES WITHIN THE U.S. Robert T. Plant and Juan P Salinas
- http://moya.bus.miami.edu/~rplant/papers/C&US.pdf

Pre-Trip Assignment #1

- Make a presentation on what the three things you are looking to discover about one of the companies that we are visiting (or potentially visiting). These should be in relation to their journey to date in Silicon Valley and why they are important. The presentation is in your groups (max 5 people) and should be no more than 5 mins. Submit your ppts to the drop box on 9th February by 6.00pm.
- Date 9th February 2018.

Pre-Trip Assignment #2

- Read the articles from HBR and Plant:
- Draft a paper assessing the challenges facing Miami in attracting Amazon to the City, what aspects of Silicon Valley does Miami have to incorporate to ensure success (in essence be "Silicon Beach").
- Due date: 2nd March 2018
- Paper is a group project of approx. 3-5 students.
- Paper length is Maximum of 10 pages, one sided, single spaced, 12pt font including all data, references, and figures.

Post-trip Economic Assessment Report

- Revise the Amazon assessment paper you submitted before the trip and incorporate lessons learned during the visit to California.
- Due Date 19th March 2018

Presentation

- Present the findings as per Amazon in Miami to the class, and show lessons learned.
- Due date: March 23rd 2018

Post-tour observations

- For one company visited during the trip write a one page analysis of the counter intuitive lessons learned from that company

Course Evaluations

- Pre-Trip Assessment #1   10pts - Group work
- Pre-Trip Assignments #2   25pts - Group work
- Post-trip Economic Assessment Report   25pts - Group work
- Presentation Post Trip   25pts - Group work
- Post-tour observations - paper   15pts - Individual
- Participation/Professionalism   10pts Individual