

Florida International University  
Honors College  
COURSE SYLLABUS

**Softbank Operator School**  
**IDH 3034 U42**  
**Fall 2021**

Instructor: Daniela Cadena

Class: Tu MARC 3rd FL, Thu WeWork Wynwood or Remote	Office Hours: by appointment
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## COURSE DESCRIPTION

This course teaches entrepreneurship and innovation focused on startups. During the duration of the course students will be exposed to entrepreneurship skills and mindsets that enhance the student's ability to be effective in startups and the corporate world.

It is designed to ignite the entrepreneur in students and prepare them for both startups and the corporate world. Helping them acquire the strategic frameworks for managing high-technology businesses.

Thursday class will take place at WeWork Wynwood and will be f2f with presentations by SoftBank executives and founders of startup companies in which Softbank has invested. (For students who cannot make it to Wynwood, a livestream will be available at MMC). This Thursday class is an excellent opportunity for experiential learning and networking for internships, startup jobs and positions at SoftBank portfolio companies. Transportation to and from MMC to class is available to students in the class. Students will be required to submit a written 2-3 sentence takeaway of the main point they learned from each Thursday presentation.

## COURSE OBJECTIVES

- To develop your ability to navigate ambiguous environments and unpack complex scenarios that impact high-growth startups and the corporate world in the 21st century
- Exposure to world-class network of industry leaders and experienced entrepreneurs
- Acquire the skills to be effective in both startups and corporate world
- Develop the ability to critically think, collaborate, communicate, and be creative
- Gain transferable skills to help differentiate your applications with startups and large tech companies
- Build your peer network

## LEARNING OUTCOMES

As a student in the inaugural S.O.S. course, you will learn and develop:

- How to understand and frame problems and opportunities to create value
- How to use human-centric approaches to identify the end user
- How to design and develop desirable, viable, and feasible solutions to propose to startups at different stages of growth.
- How to apply the approach and skills of entrepreneurship to solve any type of problem
- To develop the skills necessary to draw upon different disciplines in order to propose sustainable solutions in a for-profit world
- To further expand analytical tools to problem solving
- To acquire an appreciation for data-driven analysis and the ability to translate these insights into value-adding opportunities for any startup or corporate organization
- How to present information in concise and effective documents that are easy to understand for both highly-technical and non-technical audiences

Student learning outcomes will be measured based on written assignments, presentations, class participation, and final projects.

## COURSE PRE-REQS

None.

## COURSE COMPONENTS

Course is structured to be a mixture of guest lectures and hands-on and skills-development sessions / workshops carried out during the class time.

**Masterclass:** We will have several guest speakers over the course of the semester. These speakers will be seasoned entrepreneurs or CEOs who have started their own companies, people who are otherwise involved in a new venture creation (VC, Attorneys, Product Developers, Managers, CTOs).

**Lectures/Workshops:** Weekly lectures and/or workshops designed to expand student's knowledge on specific topics related to entrepreneurial skills, mindsets and principles that can be applied to a wide variety of fields.

**Final Project:** A group project for teams of 2-3 students

## TEXTBOOKS & OTHER REQUIRED MATERIAL

Weekly readings will be distributed on the first day of class according to the topic schedule shown below. The topics are based in part on the anticipated subjects covered by the SoftBank speakers. There are no textbooks or other books required for this course.

## CLASS POLICIES

Attendance at class is expected and more than 2 absences will result in a lowering of one full grade in a student's final grade. Assignments are due at 5pm on the date indicated.

## GRADING STANDARDS / PERFORMANCE MEASURES

Deliverables	Weight
• Attendance and Thoughtful Participation	45%
• Thursday Session Reflections	15%
• Final Project	40%

## COURSE SCHEDULE

1. Introduction to entrepreneurship in the 4<sup>th</sup> Industrial Revolution
2. Understanding the emerging trends in technology and venture capital
3. Social entrepreneurship and “wicked problems”
4. Innovation and transformative science
5. Systems thinking
6. Design Thinking
7. Value creation, value delivery and value capture
8. Defining assumptions in problem, solution and scaling
9. What is the Value Proposition Canvas (problem/solution)
10. Map the customer journey
11. Defining POC, prototype and MVP
12. Storytelling and pitching
13. Final Project Part 1
14. Final Project Part 2

## FIU GLOBAL LEARNING OUTCOMES

This is a Discipline-Specific Global Learning course that counts toward your FIU Global Learning graduation requirement.

- **Global Awareness:** Students will be able to demonstrate knowledge of the interrelatedness of local, global, international, and intercultural issues, trends, and systems.

- **Course Learning Outcome:** Students will demonstrate knowledge of the interrelated global dynamics (social-cultural, political, economic, etc.) that shape aesthetics, values, and authority in diverse cultural contexts.
- **Global Perspectives:** Students will be able to develop a multi-perspective analysis of local, global, international, and intercultural problems.
- **Course Learning Outcome:** Students will be able to analyze the multiple global forces that shape their understanding of aesthetics, values, and authority — economic, political, sociological, technological, cultural, etc.
- **Global Engagement:** Students will be able to demonstrate a willingness to engage in local, global, international, and intercultural problem solving.
- **Course Learning Outcome:** Students will be able to develop solutions to local, global, international, and/or intercultural problems related to aesthetics, values, and authority.

## FIU POLICIES

### FIU Academic Misconduct Statement

Florida International University is a community dedicated to generating and imparting knowledge through excellence in teaching and research, the rigorous and respectful exchange of ideas, and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct that demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Honors College Student Handbook.

Academic misconduct includes:

**Cheating** – The unauthorized use of books, notes, aids, electronic sources, or assistance from another person with respect to examinations, course assignments, field service reports, class recitations or other work; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Cheating violates both University and College codes.

**Plagiarism** – The use and appropriation of another work without any indication of the source, and the re-presentation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including Internet sources, commits plagiarism. Plagiarism violates both University and College codes.

**Unacceptable behavior** – Students who show repeated or egregious disrespect for classmates or instructors, are disruptive, or consistently violate course rules are subject to the sanctions of the Honors College.

In The Honors College, the term “honor” refers both to academic accomplishment and character. Students in Honors should therefore adhere to and be held to the highest standards of personal academic accountability. Academic dishonesty in any form,

including plagiarism, is antithetical to the very definition of being an Honors student at FIU. Consequently, an Honors College student found responsible for academic misconduct will be dismissed from the College.

An Honors faculty member may bring charges of academic misconduct against an Honors student if the faculty member suspects plagiarism or other forms of academic misconduct. The faculty member will decide whether to pursue informal resolution, file formal resolution charges, or take no further action, and will follow the procedures outlined in the Academic Misconduct Procedures, available at <http://integrity.fiu.edu/misconducts.html>.

Registration in this course implies an acceptance of and compliance with the Honors College policies for students and the FIU Code of Academic Integrity. Please refer to the following documents for additional information:

FIU Code of Academic Integrity – <http://integrity.fiu.edu/>

FIU Student Handbook – <https://studentaffairs.fiu.edu/about/student-handbook/index.php>

### **Religious Observances**

Every effort will be made, where feasible and practical, to accommodate students whose religious practices coincide with class requirements or scheduling. Please make sure to notify your instructor at the beginning of the semester of which dates you will be absent or any anticipated problems with completing course work.

### **Physical, Mental and Sensory Challenges**

Every effort will be made, where feasible and practical, to accommodate students who are so challenged. Should you require accommodations, contact the Disability Resource Center, if you have not done so already.

## **HONORS COLLEGE REQUIREMENTS**

### **Engagement Requirements**

Beginning in Fall 2014, Honors College students are required to accumulate at least 20 engagement points each academic year (Fall and Spring) by attending Honors College activities. Students attending only one semester (Fall or Spring) are required to accumulate 10 citizenship points. See: <http://honors.fiu.edu/current-students/citizenship/>.

### **Community Service**

Honors College students must also complete 20 volunteer service hours. These hours DO NOT count toward the 20 engagement points discussed above. See <http://honors.fiu.edu/current-students/community-service/>.

### **Student Portfolios**

The Honors College will be using a portfolio method to assess student learning outcomes. The portfolio method allows for maximum flexibility in gauging student learning. Students decide (with instructor consultation) what “artifacts” or assignments to include for consideration in their portfolios to demonstrate successful achievement of each of the student learning outcomes over the 4-year Honors experience. Portfolios provide a rich context for students to show what they have learned and to explain their learning process. Because the Honors curriculum is meant to be thought-provoking and reflective, student

self-assessment through portfolios will facilitate learning and provide in-depth assessment. Each course will include at least one assignment that could potentially fit portfolio requirements. For more information on the student learning outcomes and constructing a portfolio for your senior year, see <http://honors.fiu.edu/portfolios>.

The HEARTS program is designed to give Honors College students opportunities to “explore and appreciate different artistic and cultural traditions and modes of artistic expression. HEARTS will also serve as a clearinghouse (and curatorial framework) for our students to experience the arts on campus and in the community by providing them with information about cultural activities and access to performances with free or discounted tickets. See: <http://honors.fiu.edu/current-students/hearts/>.

### **Additional Resources: Panthers Care & Counseling and Psychological Services (CAPS)**

If you are looking for help for yourself or a fellow classmate, Panthers Care encourages you to express any concerns you may come across as it relates to any personal behavior concerns or worries you have, for the classmate’s well-being or yours; you are encouraged to share your concerns with FIU’s Panthers Care website.

Counseling and Psychological Services (CAPS) offers free and confidential help for anxiety, depression, stress, and other concerns that life brings. Learn more about CAPS at [caps.fiu.edu](http://caps.fiu.edu) Professional counselors are available for same-day appointments. Don’t wait to call 305-348-2277 to set up a time to talk or visit the online self-help portal.