

**Entrepreneurs in the Next Economy  
15.398**

**Syllabus for Spring Term 2001**

**Wednesday, 18:00 – 20:30**

**Room E 51 – 345**

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Overview

This class is about the Next Economy, which used to be called the New Economy and which, someday, will be called the Old Economy. The Internet is the largest disruptive technology since the semiconductor. It will and has transformed every business; it will be more disruptive than the advent of the personal computer.

Instructors

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Office hours by appointment only

Course web site: <http://web.mit.edu/15.398>

### Student Responsibilities:

Class participation is expected; we will “cold call” students on a regular basis. Student teams will meet with guest speakers and prepare questions to ask in class. There will be no final. There will be four three page papers during the semester.

### Grading:

50% class participation  
50% written assignments

### Readings:

There is a course pack at the copy center for this course. Each week students will be expected to have read the electronic version of The Industry Standard ([www.thestandard.com](http://www.thestandard.com)). Other assignments may be given out in class from Upside Magazine, Red Herring, Business 2.0, and will be given, whenever possible, from the electronic versions. Students will also be expected to check out the web site of companies that are coming in to speak.

Date	Speaker	Case Assignment
Feb 7 <sup>th</sup>	Ellen Hancock, Exodus	FairMarket.Inc HBS 9-399-006
Feb 14	Kathleen Earley, AT&T	Starting In High Gear HBR R00403
Feb 21	Venkat Srinivisan, Ecredit	LifeLine Systems A HBS 9-600-099
Feb 28	George Conrades, Akamai	Cachet Technologies HBS N9 200 031
Mar 7	Keng Lim, Esculate	Rosenbluth International HBS9800356
Mar 14	Michael Smith, Hughes	Agency.com (A) HBS 9-800-061
April 4	Peter Bell, Storage Networks	Agency.com(B) HBS 9-800 -062
April 11	Bob Davis, Lycos	Monster.com HBS 9-801-145
April 18	Jozef Straus, JDS Uniphase	FreeMarkets On Line 9 – 598 109
April 25	Monte Zweben, Blue Martini	Wingspan Bank.com HBS 9 – 600 035
May 2	Dean Hamilton, Cosine	Ch 2 Customer Loyalty and Emerging E Customer Segments. <u>The Soul of the New Customer</u> Laurie Windham with Ken Orton Allworth Press, New York
May 9	Dave Peterschmidt, Inktomi	Ch 4 The Threat of Invasion <u>The Soul of the New Customer</u> (see above)
May 16	Clarence Chandron, Nortel	TBD