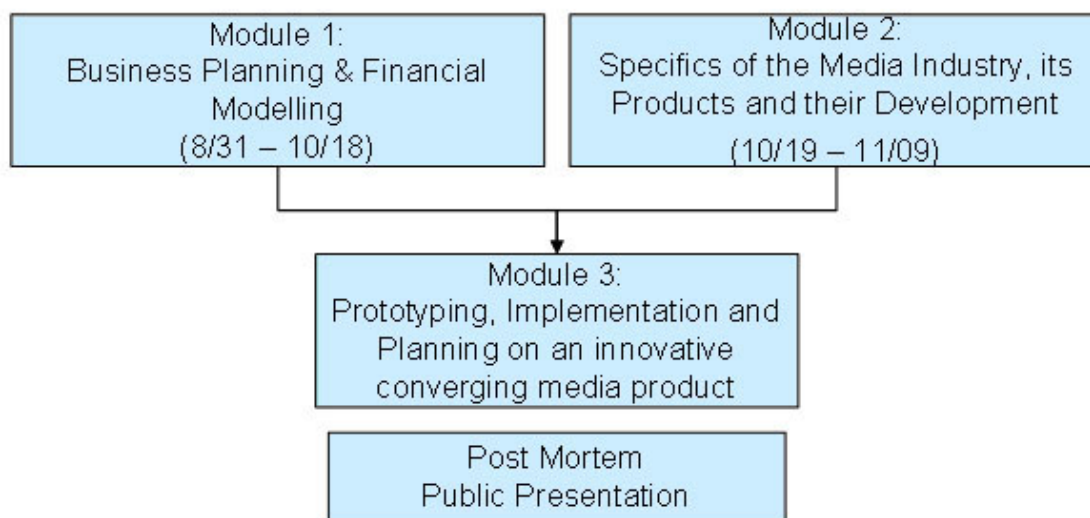




## Schedule (page 1 of 2)



### MODULE ONE (8/31 to 10/18) (Tuesdays: 8 - 9 am PST.... not taught in Germany)

Date	Topics	Notes	Speaker
31 August	Introduction to the course: "course vision", content, schedule, outputs, etc.; trans-national project issues	.	Yale Braunstein
7 September	Introduction to business plans & financial models; the role and design of financial statements	See <a href="#">assignments page</a> .	Yale Braunstein
14 September	Financial statements; telecom financial models	<i>Telecom financial model at <a href="#">links section</a>.</i>	Yale Braunstein
21 September	Discussion of mobile business plan	.	Yale Braunstein
28 September	[no class]	.	.
5 October	Case studies	.	Yale Braunstein
12 October	Case studies (continued)	.	Yale Braunstein

# Schedule (page 2 of 2)

MODULE TWO AND THREE (10/19 to 11/19) (Tuesday and Thursdays: 8 - 9 am PST.... 5 - 6 pm GMT +1:00 in Germany)

Date	Topics	Notes	Speaker
19 October	<b>Introduction A)</b> CDTM - SIMS, <b>B)</b> Expectations & Goals , <b>C)</b> Operational Issues & Course Structure, Team Building, <b>D)</b> Topic/ Vision: Introduction to Converging Media	<a href="#">Readings for 10.19</a>	Part A: Dietmar Harhoff, Yale Braunstein Part B, C, D: Yale Braunstein (SIMS), Jonathan Landgrebe (CDTM)
21 October	Media Economics, Part 1: Economics of periodicals & other advertiser-supported media (both traditional and new delivery systems)	<a href="#">Readings for 10.21</a>	<a href="#">Professor Thomas Hess</a> , Institute for Information Systems and New Media at Munich School of Management
26 October	Product Platforms for the Media Industry	<a href="#">Readings for 10.26:</a> Turn in <a href="#">First mock-ups</a>	<a href="#">Professor Thomas Hess</a> , Institute for Information Systems and New Media at Munich School of Management]
28 October	Student - presentations of product concepts (Mock-Ups) and Discussion	<a href="#">Readings for 10.28</a> Prepare for presenting your mock-ups	Students; Moderation: Yale Braunstein (SIMS), Martin Huber (CDTM)
2 November	<b>Part A):</b> Case-Study (40 Minutes) <b>Part B):</b> Guest speaker (20 Minutes)	<a href="#">Readings for 11.2:</a> Turn in Case Study analy.	<a href="#">Paul Grabowicz</a> , New Media Program at the UCB Graduate School of Journalism -- Newspaper experiments with the web and multimedia (exact date & title to be confirmed); Moderation: Yale Braunstein (SIMS)
4 November	<b>Part A)</b> Mock-up presentation (20 minutes) <b>Part B)</b> Applied Product Development - Development Platform for converged digital publishing	<a href="#">Readings for 11.4:</a> Turn in <a href="#">Revised mock-ups</a>	Students, Peter Dornbusch (CDTM)
9 November	Tutorial Session, Presentation of formal modelling mock-ups, instant in-class feedback F & Q, non-structured session	<a href="#">Readings for 11.9:</a> Turn in <a href="#">Final mock-ups</a>	Martin Huber (CDTM), Peter Dornbusch (CDTM), Patrick Riley (SIMS)
11 November	[UC Holiday -- no class]		
Thursday,- Sunday, 11-14 Nov. ( 8 am – 10 pm)	Long development weekend – 1; Applied product development	Turn in development outline	More information to come
Tuesday, 16 November	Part A): Case-Study (40 Minutes) Part B): Guest speaker (20 Minutes): German Media Market Developments	<a href="#">Readings for 11.16</a>	[Konstantin Urban: CEO of <a href="http://www.holtzbrinck-networks.com/">http://www.holtzbrinck-networks.com/</a> the New Media subsidiary of Holtzbrinck (one of the five major German Media Players); Moderation Matthias Möller (CDTM)
Thursday – Saturday, 18-20 November	Long development weekend - 2 (if needed)	<b>Progress reports from all teams</b>	
Tuesday, 23 November	[optional class]	.	
Tuesday, 30 November	In class presentation with feedback & evaluation, possibly overtime!	.	
TBA	Public demo	.	