DIGITAL LITERACY FOR DECISION

MAKERS Fall B-TERM 2019

Instructor: Chris Castiglione
Email: chris@onemonth.com

Course Number: B8125

Course description

This course introduces technology fundamentals in order to help you make better business decisions. We'll look at questions like, “What is a tech stack?”, "Front-end vs. Back-end?", and "Is UX necessary for my project?" Classes will combine theory and application. Throughout the semester you'll participate in class discussions, interact with guest speakers, and even write some basic computer code.

Questions we will answer:

- What are the stages of web development?
- What coding languages should I use for my next project?
- What deliverables do I need to provide a developer?
- What do I need to know about blockchain?
- Is artificial intelligence relevant to my job?

Objectives:

- This class will provide you with a rich understanding of how the internet, the World Wide Web, and mobile technology works.
- I will help you organize a conceptual framework for understanding the various coding languages, tools, and technology trends.
- You will gain confidence in speaking about technology so that you can communicate more confidently with developers, investors, and managers.

Required Course Materials

- You are expected to bring a laptop to every class.
- No textbooks are required.
- Readings will be provided as needed.
Course Roadmap

Week 1 - Internet Infrastructure

The course begins with a sweeping history of the Internet, the World Wide Web, and the underlying network technologies (IP address, web browsers, servers, the command line, etc).

Week 2 - Backend, Data, and Databases

How do you choose a programming language? What technology choices does Airbnb make when considering how to build their tech stack? What is an API, and how are they transforming business? We'll also spend some time working SQL queries.

Week 3 - Front-end

The Front-end layer (also known as the presentation layer) is what users see when they browse the web. We'll look under the hood at the code that wires together the World Wide Web: HTML, CSS, and JavaScript.

Week 4 - The Human Layer: Management, and Building Products

Week four focuses on strategies and tools for managing successful digital projects. We'll look at using Git, Github, and StackOverflow. Guest speaker Parker Matthew (Head of Engineering at Pivotal Labs) will join us to discuss Extreme Programming and his work training technology teams at Fortune 100 companies.

Week 5 - Artificial Intelligence & Blockchain

In week five, guest speaker Jamal Khan (President of GlobalServe) will share a primer and the latest trends in artificial intelligence. This week we'll also begin our exploration into blockchain.

Week 6 - Blockchain, Open Source and Web 3.0

In week six, we'll continue with our discussion on blockchain. We'll look at relevant topics such as Web 3.0, and the Internet of Things. Our guest this week will be Chris Dannen (co-founder at Iterative Capital) to discuss open source and the future of both cryptocurrency and the Web.
Assignments / Method of Evaluation

Your grade for this course will be based on a combination of participation and individual assignments. Here’s the breakdown:

- Participation — 30%
- Group Project — 30%
- Short Essay — 40%
- = 100 points total

CLASSROOM NORMS AND EXPECTATIONS

- **Be brave.** As outlined above, more than half of your grade depends on in and out of class participation. You stand to lose more by towing the line than by genuinely putting yourself out there, as long as you think before you speak.
- **Be courteous.** Please be respectful and professional toward your fellow classmates. I wholeheartedly encourage vigorous debate but please don’t be nasty, aggressive, or condescending. If you feel uncomfortable in class for any reason (the material, other students, me, you, anything), please confidentially email me. I will do everything I can to make our class as hospitable as possible but I can only do so if I am aware of the situation.
- **Class will start on time.** Show up five minutes early for the good seats.

Inclusion, Accommodations, and Support for Students
At Columbia Business School, we believe that diversity strengthens any community or business model and brings it greater success. Columbia Business School is committed to providing all students with the equal opportunity to thrive in the classroom by providing a learning, living, and working environment free from discrimination, harassment, and bias on the basis of gender, sexual orientation, race, ethnicity, socioeconomic status, or ability.

Students seeking accommodation in the classroom may obtain information on the services offered by Columbia University’s Office of Disability Services online at [www.health.columbia.edu/docs/services/ods/index.html](http://www.health.columbia.edu/docs/services/ods/index.html) or by contacting (212) 854-2388.