SYSC 5801
Open Source Business

Session 1: Sep 12

Fall 2011

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www.carleton.ca/tim
www.carleton.ca/tim/tim.pdf

Objective

- Upon completion of this class, you will know about:
    - Course objectives
    - Rationale and benefits
    - Class sessions
    - Assignments and evaluation
    - Required readings

- And you will be able to:
    - Access the course materials and tools
    - Start working on group and individual assignments

Agenda

1. Introductions

2. Access to course materials & tools

3. Course outline

4. Key lessons

5. Key concepts

6. Questions

Introductions

- Who am I?
  - Manager at Mitel, then joined SCS, later TIM
  - Research on open source, ecosystems, mashups, patterns
  - Contributed to several open source projects
  - Email: weiss@sce.carleton.ca
  - Twitter: michaelweissca (hashtag #sysc5801)
- Who is in the room?
- Welcome to all new TIM students
- Course is listed as SYSC 5801, however you can get credit for TTMG 5103, instead (not both)

2. Access to course materials & tools

- Course material and tools in Moodle

- Go to http://cms.sce.carleton.ca

- Enter user name and password I sent you

- Information is organized by week, and corresponds to the schedule in the course outline

- Course outline also on TIM website under Courses

- If you don't have an account, let me know

3. Course objectives

- Focus will be on the business of open source

- Questions we will strive to answer
  - Why do companies participate in open source projects?
  - How to create and manage communities?
  - How to collect data on and analyze open source projects?
  - How to manage open-source development?
  - Role of architecture in open source projects?
  - How to capture value from open source projects?
  - How to select and use open source licenses?

Rationale

- Course is designed to build capability and knowledge in the management of open source businesses

- What is an open source business? This is a business centered around an open source offer

- Covers (much) more than open source development

- You will learn about leveraging open source in products, managing open source communities, and open source business models

- Gain familiarity with the practitioner and research literature as well as modeling approaches

Benefits

- Prepares you to undertake thesis research or projects in the areas of open source development and creating businesses around open source

- Acquire practical managerial skills in open source that you can apply to your own businesses

- Key lessons will be captured in patterns form

Class sessions

- Classes are held Mon, 6-9pm in ME 4359 and online

- 12 sessions (last class on Nov 28)

- Mixture of lectures, discussions, presentations on your assignments (you are active contributors)

- Classes continued online on wiki, forum, and blog

- Slides will be made available on day of class

- Classes will be recorded

Assignments and evaluation

- Article on class topic (group)   30%

- Case study (group)   20%

- Class participation   20%

- Final exam (take home)   30%

Article on class topic (30%)

- Write an article (1.5-3K words) for the TIM Review (formerly OSBR.ca) on a class topic

- Sign up on course wiki for course topic

- You review each others articles and learn about and contribute to the editorial process

- Articles to appear in Jan and/or Feb issues

- Deadlines:
  - First version due: week 1 after the class
  - Feedback on first version from peers: week 2 after the class
  - Final version due: week 3 after the class

Case study (20%)

- Case study of an open source business (1000 words)

- Description should contain content on:

  1. Value proposition

  2. Customers

  3. Resources, activities, and partners

  4. Revenue model

- Key questions to ask for each section of the case study will be provided on the wiki

- First version of presentation on Oct 24 (for feedback)

- Final version on the last day of class & document

Class participation (20%)

- Contribute to class discussions (discussions, lessons learned, give feedback on presentations)

- Start four discussions on four topics and post them to the forum, and contribute to four others

- Extract the objectives, deliverables, and contributions from one reading and post it to the wiki

- Contribute at least three postings to the course blog with news related to open source businesses

Upcoming sessions

- Introduction (Sep 19)

- Participation

- Community

- Modeling

- Process

- Architecture

- Business models

- Licensing

Next class

- Four assigned readings

- You can get them from the library, but email me if you can't get them (eg you don't have an account)

4. Key lessons

- Most existing studies of open source focus on open source development, not business

- Many interesting research and business opportunities

- Valuable resource: TIM Review, a monthly publication on open source and innovation management

5. Key concepts

- Open source

- Business models

6. Questions