

STEVE JOBS

Coordinator: Tom Ashley

Was Steve Jobs the greatest innovator in history? Jobs fundamentally changed the following industries: the personal computer, animation, music, phones, tablet computing, digital publishing and the retail store. Apple is now the world's most valuable company. Famous by his mid-twenties, he followed one breakthrough with another. There were several spectacular failures in life as well as in business. We examine his life, his career and his impact on American and world business as well as his effect on the consumer. In addition to Walter Isaacson's book, *Steve Jobs*, we tour an Apple store, hear from a Wall Street analyst and from an executive who dealt early and often with Apple Computer Company. This is an updated version of a study group offered in Fall 2012.

Readings and other Required Materials:

Walter Isaacson, *Steve Jobs*

Internet access is required. During the semester both *Steve Jobs: The Man in the Machine* (2015) and *Steve Jobs - The Movie* (2015) will be required viewing.

There will be some handouts distributed and emailed articles and interviews sent periodically. One to two 5-10 minute reports will be given by class members weekly.

Tom Ashley was a television marketing executive and producer at CBS, ABC and the President of Sales at Turner Television. He has been fascinated with Jobs since "1984" - Apple's landmark commercial.

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Week 1 Childhood, adopted parents, Steve Wozniac, dropout years,
(Ch. 1-3)

Week 2 Ventures with Atari, Apple I, II, venture capital (Ch. 4-6)

Week 3 Relationships, a child, Xerox, going public, Mike Markula
(Ch. 7-10)

Week 4 Steve's rules, design perfection, building the Mac (Ch. 11-13)

- Week 5 "1984", John Scully, Bill Gates, getting fired (Ch. 14-17)
First speaker - Executive who worked early and often with Apple
- Week 6 Next Pixar, getting married, starting a family (Ch. 18-22)
- Week 7 Second coming at Apple, Think Different (Ch. 24-25)
- Week 8 iMac, back as CEO Digital hub, iTunes, iPhone, iPod and Apple Store (Ch. 26-32)
- Week 9 Guided tour of Apple Store
- Week 10 Music, Pixar wars, 21st century, Momento (Ch. 32-35)
Second speaker - Wall Street tech analyst
- Week 11 Becoming ill, iPhone, iPad and Google wars (Ch. 36-39)
- Week 12 Death and legacy (Ch. 40-42)