You need to flash the code into the device:

1) In Edit view, import the CCS project and navigate to:\C2000Ware\_2\_00\_00\_02\device\_support\f2837xs\examples\cpu1\launchxl\_f28377s\cpu01\ccs

2) In the project explorer window, right-click on the project and select Build Configurations -> Manage -> then set Flash active

3) Build the project and then click the Debug button (target configuration must be set first)

3) CCS should change to Debug view and program the flash

4) Close CCS, disconnect the LaunchPad, and reconnect the LaunchPad (for power)

5) The LEDs should start blinking.

Mine programmed just fine following the above step.

I hope this helps. If this answers your question, please click the green "Verified Answer" button. Thanks.

- Ken