

ENTREPRENEURSHIP IN NEW MEDIA

COURSE NUMBER: DIG4097	CREDIT HOURS: 3.0
SEMESTER/YEAR: SPRING 2017	CLASS LOCATION: REVE/ORC (NRG 120)
Instructor: ASSOC. PROF. DR. MARKO SUVAJZIC	CLASS MEETING TIME(S): TUE: 5-6; TR:6
OFFICE LOCATION/HOURS: TBA	COURSE WEBSITE: http://lss.at.ufl.edu

COURSE DESCRIPTION: This course is intended for anyone interested in starting a business, working for an entrepreneurial company or working with entrepreneurial firms as an investor or advisor. The course is designed as a broad overview of entrepreneurship, including identifying a winning business opportunity, gathering funding for and launching a business, growing the organization and harvesting the rewards. Entrepreneurial Management involves a variety of teaching and learning methods. The development of a business plan related to the students' area of entrepreneurial interest is a course objective. Course elements include: Lectures, Case discussions, Guest speakers, Topical readings, Team projects.

- Online recordings link: TBA
- Password: TBA

PREREQUISITE KNOWLEDGE AND SKILLS: Senior Status or Written Consent of Instructor

REQUIRED TEXT:

- Steve Blank, *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*, K & S Ranch; 1 edition (March 1, 2012)

ADDITIONAL RESOURCES:

- Guy Kawasaki, *The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, Portfolio; (March 3, 2015)
- Eric Ries, *The Lean Startup*, Crown Business; First Edition (September 13, 2011)
- Peter Thiel, *Zero to One: Notes on Startups, or How to Build the Future*; Crown Business (September 16, 2014)

PURPOSE OF COURSE: To introduce students to the best and most efficient practices in customer development methods. From raising money to hiring the right people, from defining one's positioning to creating a brand, from creating buzz to buzzing the competition, from managing a board to fostering a community, this class will guide the students through an adventure that's more art than science: the art of entrepreneurship.

COURSE GOALS AND/OR OBJECTIVES: By the end of this course, students will be able to:

1. Demonstrate an understanding of fundamental tools used to make both individuals and organizations more creative and innovative.
2. Interpret their respective ideas for new ventures, and formulate a plan on how to make it successful.

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3. Articulate their ideas, and communicate them effectively to others.
4. Demonstrate an understanding of the entrepreneurial mindset and culture that has been developing in companies of all sizes in virtually every industry (focus on IT).
5. Write a basic business plan

Week	Class Lectures and Projects	Projects, Quizzes
1	Introduction to the class Lecture: The Art of Starting Up	
2	Lecture: The Art of Launching/Positioning In-class exercise Picking teams for the group projects Introduction to the "The Startup Owners Manual " textbook Lecture: The Startup Owners Manual - Ch. 1	Assign the written assignment
3	Lecture: The Startup Owners Manual - Ch. 2 Go over the final project for the class Case study	
4	Lecture: The Startup Owners Manual - Ch. 3 Video on Entrepreneurship (10min) Lecture: The Art of Starting Up In class exercise	Due: written assignment Assign peer reviews for the written assignment
5	Lecture: The Startup Owners Manual - Ch. 4 Lecture: The Startup Owners Manual - Ch. 4 (continued)	
6	The Art of Pitching <i>Quiz #1</i>	Quiz 1: The Startup Owners Manual Chapters 1-3, lecture content
7	Lecture: The Startup Owners Manual - Ch. 5 Student Presentations (2 per period) Student Presentations (2 per period)	<i>Due:</i> peer reviews for the written assignment
8	Lecture: The Startup Owners Manual - Ch. 6 Lecture: The Startup Owners Manual - Ch. 7	
9	Working on the final project	Quiz 2: The Startup Owners Manual Chapters 4-7, lecture

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Week	Class Lectures and Projects	Projects, Quizzes
	Quiz #2	content
10	SPRING BREAK – NO CLASSES	
11	Working on the final project The Art of Bootstrapping + fundraising	
12	Lecture: The Startup Owners Manual Chapter 8 The Art of Bootstrapping + fundraising	
13	Quiz #3 Working on the final project Final project presentations (2 per period)	Quiz 3: The Startup Owners Manual Chapter #8, lecture content Final presentations
14	Final project presentations (2 per period) Final project presentations (2 per period) Final project presentations (2 per period)	Final presentations
15	Final project presentations (2 per period) Final project presentations (2 per period)	Final presentations

GRADING POLICIES:

Assignment	percentage
Mini projects and In-class exercises	10%
Written assignment – Each student will write one research paper. Research papers will be graded based on their content, clear focus, creativity, and overall effectiveness.	10%
Quizzes – Based on the material covered in class, as well as the assigned reading material.	30%
Final project – Final project is the final result of the semester long effort in learning. The final project will be divided into several smaller projects, culminating with a student presentation.	40%
Participation – Students are expected to actively participate in class discussions. Participation will be measured by the quality of peer reviews (and attendance for on campus students)	10%

Grading Scale:

Letter Grade	% Equivalency	GPA Equivalency
A	94 – 100%	4.0
A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	74 – 76%	2.00
C-	70 – 73%	1.67
D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S- U, WF		0.00

MATERIALS AND SUPPLIES FEES:

Material and supply fees are assessed for certain courses to offset the cost of materials or supply items consumed in the course of instruction. A list of [approved courses and fees](#) is published in the Schedule of Courses each semester. (UF-3.0374 Regulations of the University of Florida)

Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total M&S for this class is: \$8

COURSE POLICIES:

ATTENDANCE POLICY:

- a. At the sole discretion of the instructor, documented Emergencies or medical situations may be the only acceptable reasons for an excused absence. At the very least, students must contact the Instructor 24 hours before class time if they wish to be considered for an excused absence.
- b. Unexcused absences will accrue to the detriment of the portion of the final grade given for class participation.

MAKE-UP POLICY:

- a. At the sole discretion of the instructor, Exams may or may not be taken late. Documented Emergencies or medical situations may be the only accepted reasons for an excused absence on the day of an exam.
- b. Any assignment turned in past the due date may lose up to 10% of the total point value of the assignment for each class day it is late.
- Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

ASSIGNMENT POLICY:

- a. At the sole discretion of the instructor, late work may be penalized according to the late policy.
- b. Any assignment turned in past the due date may lose up to 10% of the total point value of the assignment for each class day it is late.

COURSE TECHNOLOGY: The students will be required to have access, and use a personal computer with the access to the Internet. Word editing software will be required for written assignments.

UF POLICIES:

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

NETIQUETTE: COMMUNICATION COURTESY: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at:

<http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

ONLINE COURSE EVALUATIONS: Students are expected to provide feedback on the quality of instruction in this course based on ten criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <http://evaluaations.ufl.edu>.

GETTING HELP

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at: Learning-support@ufl.edu, (352) 392-HELP - select option 2, <https://lss.at.ufl.edu/help.shtml>.

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.