

## ENTREPRENEURSHIP IN NEW MEDIA

COURSE NUMBER: DIG4097	CREDIT HOURS: 3.0
SEMESTER/YEAR: SPRING 2014	CLASS LOCATION: REVE/ORC (NRG 120)
	CLASS MEETING TIME(S): TUESDAY, PERIOD 7; THURSDAY PERIODS 7, 8
INSTRUCTOR: Marko Suvajdzic	OFFICE HOURS: TBD
COURSE TA OR COORDINATOR: TBD	COURSE WEBSITE: <a href="http://lss.at.ufl.edu">http://lss.at.ufl.edu</a>

**COURSE COMMUNICATIONS:** Students can communicate directly with the instructor regarding the course material. Students are also encouraged to post general questions to the discussion board through the course management system.

### 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)
- Guy Kawasaki, *The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, Portfolio; (March 3, 2015)

### ADDITIONAL RESOURCES:

- 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)

**COURSE DESCRIPTION:** Focused on developing creative skills that are applicable to innovation and startups. The course is using an interdisciplinary approach that will introduce the students to basic techniques of idea generation, innovation, Internet startups, video games, mobile applications, promotion and branding, company boot strapping, and business plan creation.

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

**PURPOSE OF COURSE:** The purpose of this course is to introduce the students to the best and most efficient practices in applied creativity and innovation. From raising money to hiring the right people, from defining ones 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 the innovation.

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

1. Understand the 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.
3. Articulate their ideas, and communicate them effectively to others.

4. Understand the entrepreneurial mindset and culture that has been developing in companies of all sizes in virtually every industry.
5. Write a basic business plan

**INSTRUCTIONAL METHODS:** This course incorporates lecture, and discussion, group learning projects and student-created presentations. Individual assignments will be explained in detail as the course progresses.

Course Schedule:

Week	Topic
1	The Art of Starting
2	The Art of Positioning <b>(*Written assignment #1 due)</b>
3	<b>In-Class Presentations</b>
4	The Art of Pitching
5	The Art of Writing a Business Plan
6	The Art of Bootstrapping
7	<b>In-Class Presentations</b>
8	The Art of Recruiting
9	The Art of Raising Capital
10	<b>In-Class Presentations</b>
11	The Art of Partnering
12	The Art of Branding <b>(*Written assignment #2 due)</b>
13	The Art of Rainmaking
14	The Art of Being a mensch
15	<b>Final Paper/Project</b>

**GRADING POLICIES:**

Assignment	percentage
<b>In-Class Presentations</b> – Each student will have two presentations in front of the class. Presentations will be judged based on their content, clear focus, visual engagement, and overall effectiveness.	30%
<b>Written assignments</b> – Each student will write two papers. Research papers will be graded based on their content, clear focus, creativity, and overall effectiveness.	30%
<b>Class attendance and Participation</b> – Students are expected to actively participate in class discussions, both in class as well as in class online forum.	10%
<b>Final Paper/Project</b> – Final Paper OR Final Project is the final result of the semester long effort in learning. It is expected that in this final test, students manifest their knowledge on the matter, and successfully deploy this knowledge in the practical format.	30%

**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

**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.

**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](mailto: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

## DIG 4097 – Entrepreneurship in New Media Syllabus

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.