

ENTREPRENEURSHIP IN NEW MEDIA

COURSE NUMBER: DIG4097	INSTRUCTOR: JAMIE KRAFT
SEMESTER/YEAR: SPRING 2018	OFFICE LOCATION/HOURS: BRY 133/TBA
SECTIONS: 063C, 2C02, 2C18	CONTACT EMAIL:
CLASS LOCATION: NRG 0120	CONTACT PHONE: (352) 294-2000
CLASS MEETING TIME(S): Tue: 5-6; TR:6	COURSE WEBSITE: lss.at.ufl.edu
Credit Hours: 3.0	

COURSE DESCRIPTION

This course is 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 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. The development of a business plan related to the students' area of entrepreneurial interest is a course objective. Course elements include Lectures, Guest speakers, Topical Readings, Written Assignments, and a Team Project.

PREREQUISITE KNOWLEDGE AND SKILLS

- Senior Status or Written Consent of Instructor

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.
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

COURSE SCHEDULE:

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

DIG4097 – ENTREPRENEURSHIP IN NEW MEDIA

Dates	Class Lectures and Projects	Assignments
Jan. 9 Jan. 11	Introduction to Class/ Lecture: Opportunity Recognition Picking teams for the group projects Lecture: Creative Problem Solving	Due: Come to class with 3 identified problems (Jan. 11)
Jan. 16 Jan. 18	Lecture: The Startup Owner's Manual - Ch. 1 Lecture: The Startup Owner's Manual - Ch. 2	Due: Submit team name and idea (Jan. 16) Due: Entrepreneur Profile (Jan. 18)
Jan. 23 Jan. 25	Lecture: The Startup Owner's Manual - Ch. 3 Quiz #1	Quiz 1: The Startup Owner's Manual Chapters 1-3
Jan. 30 Feb. 1	Lecture: The Startup Owner's Manual - Ch. 4 Lecture: The Startup Owner's Manual - Ch. 4 (continued) In-Class Exercise on Business Model	Due: Peer Review of Entrepreneur Profile (Feb. 1)
Feb. 6 Feb. 8	Lecture: The Startup Owner's Manual - Ch. 5 Lecture: The Startup Owner's Manual - Ch. 6	Due: Business Model (Feb. 6)
Feb. 13 Feb. 15	Lecture: The Startup Owner's Manual Chapter 7 Team: Business Model Presentations (updated)	Due: Business Model Presentations (Feb. 15)
Feb. 20 Feb. 22	Lecture: The Business Plan Quiz #2	Quiz 2: The Startup Owner's Manual Chapter 4
Feb. 27 Mar. 1	Lecture: Target Market and the Marketing Plan Lecture: Building the Team	Due: Research Paper (Feb. 27)
Mar. 6 Mar. 8	SPRING BREAK – NO CLASSES	
Mar. 13 Mar. 15	Lecture: Operations Quiz #3	Quiz 3: The Startup Owner's Manual Chapter #5-7
Mar. 20 Mar. 22	Lecture: The Numbers Lecture: Guerilla Skills	Due: Rough Draft Business Plan for Project (Mar. 22)
Mar. 27 Mar. 29	Lecture: Risk Mitigation Working on the Business Plan	Due: Peer Review of Rough Draft (Mar. 29)

DIG4097 – ENTREPRENEURSHIP IN NEW MEDIA

Dates	Class Lectures and Projects	Assignments
Apr. 3 Apr. 5	Lecture: Resource Leveraging Working on the Business Plan	
Apr. 10 Apr. 12	Lecture: The Art of Pitching Working on the Final Pitches	Due: Final Business Plan for Project (Apr. 10)
Apr. 17 Apr. 19	Lecture: The 1 st 100 Days Final Pitch Presentations (Group 1)	Due: Final Pitch (Apr. 19)
Apr. 24	Final Pitch Presentations (Group 2)	Due: Final Pitch (Apr. 24)
Exam Week	Reflection Report Submitted (no class meeting)	Due: Reflection Paper (May 1)

REQUIRED TEXTBOOKS AND SOFTWARE:

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)

RECOMMENDED TEXTBOOKS AND SOFTWARE:

The Nuts and Bolts of Great Business Plans, Dr. Michael Morris (2017 – 2018)

COURSE FEES:

Course 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 course fee for this class is \$0.00

The total course fee for each course is listed on the UF Schedule of Courses.

[\(https://registrar.ufl.edu/soc/\)](https://registrar.ufl.edu/soc/).

EVALUATION OF GRADES

Assignment	Percentage
Individual Written Assignments: 1. Profile of an Entrepreneur /20 2. Topical Research paper /50 3. Reflection Report (see below) / 30	20%
Individual Quizzes:	30%

1. Quiz #1 (Chapters 1-3) /30 2. Quiz #2 (Chapter 4) /40 3. Quiz #3 (Chapters 5-7)/ 30	
Team Project: 4. Business Model /10 5. Business Model Presentation /10 6. Rough Draft Business Plan /10 7. Final Business Plan /40 8. Final Pitch /30	40%
Individual Participation: 1. Submission of 3 Problems/20 2. Peer reviews of Entrepreneur Profile /40 3. Peer reviews of a Business Plan Rough Draft /40	10%

*Extra credit: Attend the Big Idea Business Plan Competition Sweet 16 (Apr. 26) and Final Four (Apr. 27) Pitch Rounds and complete a review of the 8 presentations watched. This will add 1% to your grade.

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

More information on grades and grading policies is here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

COURSE POLICIES:

PARTICIPATION / ATTENDANCE

We value participation more than mere attendance. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how

class participation will be measured and graded. Real Time [RT] interaction with your peers and the Instructor will empower you to greater achievement.

In our course, attendance for On-Campus and RT On-Line students is mandatory. Students are allowed **three unexcused absences**. If you miss more than **three classes** during the semester, each additional absence will lower your overall grade by **100 points**. If you miss more than **six classes**, you will fail the course. Exempt from this policy are only those absences involving university-sponsored events, such as athletics and band, and religious holidays, family emergencies, and health issues for which **you must provide appropriate documentation in advance of the absence**.

Additionally, tardiness will not be tolerated. If you are tardy for three class periods, you will receive an unexcused absence.

YOT On-Line students will be expected to stay in sync with the rest of the class, and to achieve their participation portion by recording/writing their responses to course material in advance of each lecture at least once a week.

MAKE-UP POLICY

Unless discussed at least 72 hours in advance of the deadline, late assignments will not be accepted. Excluded from this policy are any assignments missed due to medical emergencies.

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>

COURSE TECHNOLOGY

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

COURSE COMMUNICATIONS

Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS). Electronic communication must demonstrate a formal tone and style and, unless absolutely urgent, will be responded to M-F from 9 AM to 5 PM.

VIDEO LECTURE CAPTURE

High-quality video lecture capture of this course is available only for enrolled students. These video captures are edited and posted within 24-48 hours of the class meeting for the benefit of the Your Own Time [YOT] students and to offer the potential for review by on-campus and Real Time [RT] online students. For the on-campus and RT students, watching lectures in lieu of attending and participating in class is NOT acceptable.

Your Instructor will provide you with this semester's login information during the first week of class. It is not permissible to share or distribute video login information to anyone other than officially enrolled students of this course. Lecture videos can be found at <https://vimeo.com/digitalworlds>.

UF POLICIES:

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge that states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The [Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

PLAGIARISM

Plagiarism is a violation of the UF honor code. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- "1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

Students shall not use unauthorized materials or resources in an academic activity. Unauthorized materials or resources includes any paper or project authored by the student (or another student) "and presented by the student for the satisfaction of any academic requirement if the student previously submitted substantially the same paper or project to satisfy an academic requirement and did not receive express authorization to resubmit the paper or project."

CLASS DEMEANOR

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive

an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

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/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

ONLINE COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing [online evaluations](#). 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 [evaluation results](#).

CAMPUS RESOURCES

HEALTH AND WELLNESS

U Matter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

ACADEMIC RESOURCES

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus:
https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints:
<http://www.distance.ufl.edu/student-complaint-process>

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.