

ENTREPRENEURSHIP IN NEW MEDIA

COURSE NUMBER: DIG4097	INSTRUCTOR: DR. MARKO SUVAJDZIC
SEMESTER/YEAR: SPRING2019	OFFICE LOCATION/HOURS: TBA
CREDIT HOURS: 3.0	CONTACT EMAIL: CANVAS
CLASS LOCATION: NRG 0120	CONTACT PHONE: (352) 294-2000
CLASS MEETING TIME(S): T 5 – 6, TR 6	COURSE WEBSITE: elearning.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.

PREREQUISITE KNOWLEDGE AND SKILLS

- Senior status or written consent of instructor

PURPOSE OF COURSE

This course will 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 to make it successful
3. Articulate ideas and communicate them effectively
4. Demonstrate an understanding of the entrepreneurial mindset and culture
5. Write a basic business plan

COURSE SCHEDULE:

Individual assignments will be explained in detail as the course progresses. The final exam time scheduled for this course will be announced in advance of each semester by the University of Florida Registrar’s Office at <http://www.registrar.ufl.edu/soc/>

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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	Lecture: The Startup Owners Manual - Ch. 4 (continued) <i>Quiz #1</i>	Quiz 1: The Startup Owners Manual Chapters 1-3, lecture content
7	The Art of Pitching Lecture: The Startup Owners Manual - Ch. 5	<i>Due:</i> peer reviews for the written assignment
8	Lecture: The Startup Owners Manual - Ch. 6 Lecture: The Startup Owners Manual - Ch. 6 (continued)	
9	Guest lecture <i>Quiz #2</i>	Quiz 2: The Startup Owners Manual Chapter 4, lecture content
10	SPRING BREAK – NO CLASSES	
11	Guest lecture Working on the final project	
12	Lecture: The Startup Owners Manual Chapter 7 Project review	

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Week	Class Lectures and Projects	Projects, Quizzes
13	IDEAS The Art of Bootstrapping + fundraising	Quiz 3: The Startup Owners Manual Chapter #5-7, lecture content Final presentations
14	Quiz #2 retake Quiz #3	Final presentations
15	IDEAS Final project presentations (3 per period)	Final presentations
16	Final project presentations (2x3 per period)	

REQUIRED TEXTBOOKS AND SOFTWARE:

1. 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 MATERIALS:

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

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/>).

EVALUATION OF GRADES

Assignment	percentage
Mini projects and In-class exercises 1. What is a business plan /50 2. A profile of an entrepreneur /50	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 1. Part 1 – Propose a project /50 2. Part 2 – Marekt analysis /50 3. Business canvas management model /50 4. Business canvas management model /50 5. Business plan /100 6. Final Presentation /100	40%
Participation 1. Peer reviews of Part2 /50 2. Peer reviews of a business plan /50	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 – 59%	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

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.

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

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.

COURSE TECHNOLOGY SUPPORT:

The [Technology Support Center](#) provides computer support for Digital Worlds students who access Visimeet, lecture recordings, student equipment, facilities and other technology-based resources. <http://digitalworlds.ufl.edu/support>

For computer assistance related to Visimeet, lecture recordings, student equipment, and facilities request please [Submit a Help Ticket](#) or email support@digitalworlds.ufl.edu.

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the [UF Computer Help Desk](#) available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

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.

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.