

DIG3097 Entrepreneurship in New Media

Instructor

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Office Location

REVE 106

Office Hours

TBA

Course Number

DIG3097

Semester/Year

Spring 2020

Course Credits

3 credits

Course Location

NRG 0205

Course Meeting Times

TUE Periods 5-6

THURS Period 6

Course Description

Using an interdisciplinary approach, acquire fluency in techniques of idea generation, innovation, internet startups, video games, mobile applications, promotion and branding, company boot strapping, and business plan creation. Focuses on developing creative and business skills applicable to new media startups.

Pre-Requisites

BA in DAS major

Objectives: By the end of this course, students will be able to:

- Demonstrate an understanding of fundamental tools used to make individuals and organizations more creative and innovative
- Interpret their respective ideas for new ventures and formulate a plan to be successful
- Articulate ideas and communicate them effectively
- Demonstrate an understanding of the entrepreneurial mindset and culture
- Write a basic business plan

Required Materials

- *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)*
- <https://canvanizer.com/>
- *Founders workbook: <http://startups.guidearama.com/reader/fwb-part-1>*
- *The Nuts and Bolts of Great Business Plans, Dr. Michael Morris (2017 - <https://warrington.ufl.edu/entrepreneurship-and-innovation-center/wp-content/uploads/sites/113/2018/02/nuts-and-bolts-of-great-business-pla>*
- <https://steveblank.com/>

Recommended Materials

- *Big Idea Gator Business Plan Competition - <https://warrington.ufl.edu/entrepreneurship-and-innovation-center/student-engagement/big-idea/>*
- *Business Plan Resource Center - <https://warrington.ufl.edu/entrepreneurship-and-innovation-center/business-plan-research-support/>*
- *Techcrunch: <https://techcrunch.com/>*
- *Crunchbase: <https://www.crunchbase.com/>*

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.

Week	Subject	Assignment/Quizzes	Assignments Due
Week 1	Introduction to the class/ Lecture: Opportunity Recognition Problem Discussion/Team Arrangement		
Week 2	Introduction to the “The Startup Owner’s Manual “ Lecture: The Startup Owner’s Manual - Ch. 1 In-class exercise - Picking teams for the group projects	Submission of 3 Problems	
Week 3	Lecture: The Startup Owner’s Manual - Ch. 2 Lecture: The Startup Owner’s Manual - Ch. 3		Business Model Canvas I
Week 4	Review of chapters 1-3 In-Class Work on Business Models	Quiz #1	
Week 5	Lecture: The Startup Owner’s Manual - Ch. 4 In-Class Work on Business Plan Model		Business Model Canvas Hypothesis Tests
Week 6	Lecture: The Startup Owner’s Manual - Ch. 4 (continued) In-Class Work on Business Plan Model Lecture: The Startup Owner’s Manual - Ch. 4 (continued)		
Week 7	Lecture: The Business Plan		Business Model Canvas II
Week 8	Review of chapter 4	Quiz #2	
Week 9	SPRING BREAK – NO CLASSES		
Week 10	Lecture: The Startup Owner’s Manual - Ch. 5 In-Class Work on Business Plan		
Week 11	Entrepreneurship and emerging technologies: Blockchain Entrepreneurship and emerging technologies: Blockchain		Business Plan Rough Draft
Week 12	Lecture: The Startup Owner’s Manual - Ch. 6 Lecture: The Startup Owner’s Manual – Ch. 7		3 Peer reviews of Business Plan Rough Draft
Week 13	Review of chapters 5-7 In-Class Work on the final assignment		Business Model Canvas III

Week	Subject	Assignment/Quizzes	Assignments Due
Week 14	Lecture: The Startup Owner's Manual – Ch. 8 In-Class Work on the final assignment	Quiz #3	
Week 15	Final pitch presentations Final pitch presentation	Final Pitch PPT Group Self Review #2	
Week 16	Final pitch presentations Final pitch presentations Final pitch presentations	Final Business Plan End of the Semester Reflection Report - Peer review of group teammates	

Evaluation of Grades

Assignment	Total Points	% of Grade
Individual Written Assignment:		10%
1. Submission of 3 Problems/20		
2. Three Peer reviews of Model Canvas I Submissions/100		
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:		40%
1. Business Model Canvas I /50	(*Group self-review 1)	
2. Business Model Canvas Hypothesis Tests /50		
3. Business Model Canvas II /100	(*Group self-review 2)	
4. Business Plan Rough Draft /50		
5. Business Plan Final /100	(*Group self-review 2)	
6. Final pitch document (PPT, PDF) /100		
Individual Participation and Attendance:		20%
1. Group Self-review (x2) /100		
2. End of the Semester Reflection Report - Peer review of group teammates /100		
Bonus points:		2%
1. Business Plan Model Accepted to the 2 nd Phase at the Big Ideas Competition		
2. Business plan chosen to the Top 16 at the Big Ideas Competition		5%

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/UGRD/academic-regulations/grades-grading-policies/>

Materials and Supply Fees

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/>).

Course Polices

Attendance Policy, Class Expectations, and Make-Up Policy

We value participation more than mere attendance. The 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. Interaction with your peers and the instructor will empower you to greater achievement.

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 1%. 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.

Any assignment turned in past the due date will lose 10% of the total point value of the assignment, and be available to be submitted up to one week late. *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/UGRD/academic-regulations/attendance-policies/>

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.

The University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each student's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Technology Requirements: <https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/>

Course Communications

Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

Course Technology Support

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

For computer assistance related to Zoon, 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 Computing 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 which 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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-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, <https://www.dso.ufl.edu/drc>) 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>

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Campus Resources

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

E-learning Technical Support

352-392-4357 (select option 2) or e-mail to Learning- learning-support@ufl.edu

Career Connections Center

Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu>

Library Support

Various ways to receive assistance with respect to using the libraries or finding resources.

<http://cms.uflib.ufl.edu/ask>

Teaching Center

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

Writing Studio

2215 Turlington Hall, 846-1138. Help brainstorming, formatting, and writing papers.

<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus

<http://regulations.ufl.edu/wp-content/uploads/2012/09/1.0063.pdf>

Online 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.