Noah Ellis
Contact: Canvas Email
Office: Online
Hours: TBD

DIG3097 Entrepreneurship in New Media
Spring 2023

Course Meetings:	Online
Course Mode:	Online
Course Location:	Canvas

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.

Course Prerequisites

BA in DAS major

Learning Outcomes

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

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

Materials & Books

Required

- *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 – 2018) - https://warrington.ufl.edu/entrepreneurship-and-innovation-center/wp-content/uploads/sites/113/2018/02/nuts-and-bolts-of-great-business-plans.pdf

- https://steveblank.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
1	Introduction to the class/ Lecture: Opportunity Recognition Problem Discussion/Team Arrangement		
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 Lecture: The Startup Owner's Manual - Ch. 2	Submission of 3 Problems	
3	Lecture: The Startup Owner's Manual - Ch. 3	Business Model Canvas I	
4	Review of chapters 1-3 In-Class Work on Business Models		
5	Lecture: The Startup Owner's Manual - Ch. 4 In-Class Work on Business Plan Model Lecture: The Startup Owner's Manual - Ch. 4 (continued)	Quiz #1 Business Model Canvas Hypothesis Tests	
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)		
7	Lecture: The Business Plan	Business Model Canvas II	
8	Review of chapter 4	Quiz #2	
9	SPRING BREAK – NO CLASSES		
10	Lecture: The Startup Owner's Manual - Ch. 5 In-Class Work on Business Plan		

11	Entrepreneurship and emerging technologies: Blockchain Entrepreneurship and emerging technologies: Blockchain	Business Plan Rough Draft	
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	
13	Review of chapters 5-7 In-Class Work on the final assignment	Business Model Canvas III	
14	Lecture: The Startup Owner's Manual – Ch. 8 In-Class Work on the final assignment	Quiz #3	
15	Final pitch presentations Final pitch presentation	Final Pitch PPT Group Self Review #2	
16	Final pitch presentations Final pitch presentations Final pitch presentations	Final Business Plan End of the Semester Reflection Report - Peer review of group teammates	

Grading Criteria

Assignment / Assessment	Total Points	% of Grade
Individual Written Assignment: 1. Submission of 3 Problems/20 Three Peer reviews of Model Canvas I Submissions/100		10
Individual Quizzes: 1. Quiz #1 (Chapters 1-3) /30 2. Quiz #2 (Chapter 4) /40 Quiz #3 (Chapters 5-7)/ 30		30
Team Project: 1. Business Model Canvas I /50 (*Group self-review 1) 2. Business Model Canvas Hypothesis Tests /50		40

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) Final pitch document (PPT, PDF) /100		
Individual Participation and Attendance: 1. Group Self-review (x2) /100 End of the Semester Reflection Report - Peer review of group teammates /100		20

Bonus points:
    1. Business Plan Model Accepted to the 2ⁿᵈ Phase at the Big Ideas Competition
    2. Business plan chosen to the Top 16 at the Big Ideas Competition
		10%
		
		20%

Grading Scale

Letter Grade	% Equivalency
A	94 – 100%
A-	90 – 93%
B+	87 – 89%
B	84 – 86%
B-	80 – 83%
C+	77 – 79%
C	74 – 76%
C-	70 – 73%
D+	67 – 69%
D	64 – 66%
D-	60 – 63%
E, I, NG, S-U, WF	0 – 59%

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 are 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 Policies !

Attendance Policy, Class Expectations, and Make-Up Policy

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.

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 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 ongoing 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. 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 Recordings
Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Creation of Original Content Ethics
For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity, and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subjects for fictional purposes may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right to not show or share any student work they feel is inappropriate for their classroom or for public exhibition, as there may be concerns about the impact of such work on the community. We encourage students to consult with their faculty when producing work that might be considered controversial, and to err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

Course Technology Support

Technology Support Center
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 requests please email support@digitalworlds.ufl.edu.

UF Computing Help Desk
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.

University 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 who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, 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: https://catalog.ufl.edu/UGRD/academic-regulations/ferpa-confidentiality-student-records/

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 and Academic Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

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

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more

information.

Online Students Complaints: View the Distance Learning 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.