

Course Syllabus

DIG 3097 (Online)

Entrepreneurship in New Media

Please read the syllabus in its entirety.

Course Info

General Course Info

Course number: DIG 3097

Semester/Year: Spring 2025

Credit Hours: 3.0

Course Website: elearning.ufl.edu

Course Instructor

Instructor: Noah Ellis, MBA, MS

Office (hours): Friday's 5pm to 7pm EST or by set Appointment

Contact email: Canvas or nellis@ufl.edu

Course Description

This course is for anyone interested in launching a business, working for an entrepreneurial company, working as an innovator inside a larger firm, or working with entrepreneurial firms as an investor or advisor, all within the digital/new media sector. Technologies and verticals represented may include digital storytelling, virtual reality, educational tools, blockchain/cryptocurrency/ICO, game design, and animation.

The course is a broad overview of entrepreneurship, including identifying a winning business opportunity through customer discovery, gathering funding for and launching a business, growing the organization and harvesting the rewards. The development of a business plan related to an entrepreneurial opportunity in the new media space is a course objective.

Course elements include Lectures, Guest speakers, Topical Readings, Written Assignments, and a Team Project.

PREREQUISITE KNOWLEDGE AND SKILLS

This course has no formal prerequisites.

COURSE GOALS AND/OR OBJECTIVES

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

1. Create a Business Model Canvas and write a reflection paper by using the template to demonstrate an understanding of fundamental tools used to make both individuals and organizations more creative and innovative;
2. Create a Business Model Canvas and a Business Plan by using the template to interpret their respective ideas for new ventures and formulate a plan to make it successful;
3. Articulate ideas and communicate them effectively by creating individual written assignments and team project by using the Assignment Guidelines;
4. Develop a group presentation by using the Assignment Guidelines to demonstrate an understanding of the entrepreneurial mindset and culture.

COURSE STRUCTURE

The course consists of a Course Orientation module and 15 content modules. You have one week to work on each module. Each week, you will have to watch lectures and work on assignments.

Course Schedule

There is no final exam in this class. Instead, there will be a final project in lieu of the final exam. The final project is due on the date/time of a scheduled final exam. The final exam time scheduled for this course will be announced in advance of each semester by the University of [Florida Registrar's Office](https://registrar.ufl.edu/soc/) [Links to an external site.](https://registrar.ufl.edu/soc/) (https://registrar.ufl.edu/soc/)

Weekly Schedule

Week	Topic	Assignments
01	Orientation	<ul style="list-style-type: none"> • Discussion: Introduce Yourself
02	Introduction to Entrepreneurship in New Media	<ul style="list-style-type: none"> • Module 1 Quiz • 3 Identified Problems
03	Startup Is Not a Small Version of a Big Company	<ul style="list-style-type: none"> • Module 2 Quiz • Teams of 5
04	The Customer Development Manifesto	<ul style="list-style-type: none"> • Module 3 Quiz
05	Introduction to Customer Discovery	<ul style="list-style-type: none"> • Module 4 Quiz • Team Project Proposal + Business Model Canvas I • Group Self Review #1

Week	Topic	Assignments
06	Market Size Hypothesis, Value Proposition Hypothesis, Customer Segment Hypthessi, Channel Hypothesis	<ul style="list-style-type: none"> Module 5 Quiz 3 Peer review of Module Canvas I Submissions
07	Competitive Hypothesis, Customer Relationship Hypothesis	<ul style="list-style-type: none"> Module 6 Quiz
08	Key Resources Hypothesis, Partners Hypothesis, Revenue and Pricing Hypothesis, Completing the Hypothesis Development Process	<ul style="list-style-type: none"> Module 7 Quiz
09	SPRING BREAK	SPRING BREAK
10	Peer Review – Traffic Partners & Revenue Pricing	<ul style="list-style-type: none"> Module 8 Quiz
11	Peer Review – Business Canvas Model	<ul style="list-style-type: none"> Module 9 Quiz
12	Testing the Problem Hypothesis	<ul style="list-style-type: none"> Module 10 Quiz Business Model Canvas II Group Self Review #2
13	Testing the Product Solution	<ul style="list-style-type: none"> Module 11 Quiz Business Plan Rough Draft
14	Verify Business Model and Pivot or Proceed	<ul style="list-style-type: none"> Module 12 Quiz 3 Peer Reviews of a Business Plan
15	Look Into the Future: Introduction to Customer Validation	<ul style="list-style-type: none"> Module 13 Quiz Business Model Canvas III
16	Blockchain Simplified, Peer Review – Final Presentations	<ul style="list-style-type: none"> Module 14 Quiz Final Pitch Final Business Plan Submission Reflection Report

Required Textbooks, Hardware 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)
2. <https://canvanizer.com/> (Links to an external site.)
(Links to an external site.)
3. 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> (Links to an external site.)
4. <https://steveblank.com/>

Recommended Materials

1. Big Idea Gator Business Plan Competition - <https://warrington.ufl.edu/entrepreneurship-and-innovation-center/student-engagement/big-idea/> (Links to an external site.)
2. Business Plan Resource Center - <https://warrington.ufl.edu/entrepreneurship-and-innovation-center/business-plan-research-support/> (Links to an external site.)
3. Techcrunch: <https://techcrunch.com/> (Links to an external site.)
4. Crunchbase: <https://www.crunchbase.com/>

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](#)Links to an external site. 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](#)Links to an external site.. (<https://registrar.ufl.edu/soc/>).

Grading

Evaluation of Grades I

Assignment	Percentage
Individual Written Assignment	10%
Individual Quizzes	30%
Team Project	40%

Assignment	Percentage
Individual Participation and Attendance	20%
Total	100%

Evaluation of Grades II

Individual Written Assignment	Points
Submission of 3 Problems	20
3 Peer reviews of Model Canvas I Submissions	50
3 Peer reviews of a Business Plan	50
Individual Quizzes	Points
Module 1 Quiz - Intro	14
Module 2 Quiz - Chapter 1	22
Module 3 Quiz - Chapter 2	40
Module 4 Quiz - Chapter 3	38
Module 5 Quiz - Chapter 4 Part 1	32
Module 6 Quiz - Chapter 4 Part 2	30
Module 7 Quiz - Chapter 4 Part 3	10
Module 8 Quiz - Chapter 4 Part 4	8
Module 10 Quiz - Chapter 5	38
Module 11 Quiz - Chapter 6	38
Module 12 Quiz - Chapter 7	22
Module 13 Quiz - Chapter 8	18
Module 14 Quiz - Blockchain Simplified	22

Team Project	Points
Business Model Canvas I	50
Business Model Canvas II	50
Business Model Canvas III	100
Business Plan Rough Draft	50
Business Plan Final	100
Final pitch document	100
Individual Participation and Attendance	Points
Group Self-Review #1	50
Group Self-Review #2	50
End of the Semester Reflection Report - Peer review of group teammates	100

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

Letter Grade	% Equivalency	GPA Equivalency
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 can be found on the [UF Grades and Grading Policies webpage](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/)[Links to an external site.](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/) (https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/)

Course Policies

Participation Policy

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.

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> [Links to an external site.](https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx)

Late Work

Missions (assignments) submitted late will always be given partial credit, so turning in LATE work is always better than NOT turning in any Expedition or Mission assignments – which will always result in a zero for that Expedition or Mission.

MAKE-UP POLICY

All projects must be submitted on time. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence as outlined under UF attendance policy: <https://catalog.ufl.edu/ugrad/1617/regulations/info/attendance.aspx> [Links to an external site.](https://catalog.ufl.edu/ugrad/1617/regulations/info/attendance.aspx)

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> [Links to an external site.](https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx)

COURSE TECHNOLOGY

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. Students are required to access electronic forms of information, submit assignments and communicate with other students and faculty electronically. DW requires each student's mobile computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Computer Requirements

[https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/Links to an external site.](https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/Links%20to%20an%20external%20site)

Course Communications

Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS).

Electronic communication outside class meetings is welcome, however unless absolutely urgent, will be responded to M-F from 9 AM to 5 PM.

When you send an email to your instructor, you should:

- Use the Canvas "Inbox" tool for your course unless you have specific directions otherwise
- Send to the minimum number of necessary recipients
- Use a descriptive subject line
- Be concise and clear
- Use standard file formats for attachments (e.g. PDF, DOCX, XLSX), or confirm that the recipient can open the format you intend to send
- Sign your message with your name and return email address

Note on instruction

The course incorporates lecture, in-class exercises, and assignments to apply and reinforce skills learned. Additionally, students will be asked to participate in homework expanding on in-class lessons to strengthen their skills. Individual assignments will be explained in detail as the course progresses.

Course technology support

The [Digital Worlds Technology Support Center](#) [Links to an external site.](#) provides computer support for Digital Worlds students who access Visimeet, lecture recordings, student equipment, facilities and other technology-based resources.

For computer assistance related to Visimeet, lecture recordings, student equipment, and facilities request please [Submit a Help Ticket](#) [Links to an external site.](#) 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](http://helpdesk.ufl.edu/)[Links to an external site.](#) (<http://helpdesk.ufl.edu/>) 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](https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/)[Links to an external site.](#) (<https://www.dso.ufl.edu/sccr/process/student-conducthonor-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 the 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](http://www.dso.ufl.edu/drc/)[Links to an external site.](#) (352-392-8565, 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. For more information, refer to the [Netiquette Guide for Online Courses](#)[Links to an external site.](#)

ONLINE COURSE EVALUATIONS

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/Links to an external site.>. 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/Links to an external site.>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/Links to an external site.>.

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**[Links to an external site.](http://www.counseling.ufl.edu) (<http://www.counseling.ufl.edu>[Links to an external site.](#)), 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**[Links to an external site.](http://www.police.ufl.edu/), <http://www.police.ufl.edu/>, 392-1111 (or 9-1-1 for emergencies).

ACADEMIC RESOURCES

- **E-learning technical support**[Links to an external site.](#): 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu;
- **Career Resource Center**[Links to an external site.](#) 392-1601; Reitz Union; Career assistance and counseling; <https://career.ufl.edu/>[Links to an external site.](#)
- **Library Support**[Links to an external site.](http://cms.uflib.ufl.edu/ask), <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center**[Links to an external site.](#), Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- **Writing Studio**[Links to an external site.](#), 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- **Student Complaints Campus**[Links to an external site.](#): https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf
- **On-Line Students Complaints**[Links to an external site.](#): <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.

Course Summary:

Fri Jan 24, 2025	 3 Identified Problems	due by 11:59pm
	 Module 1 Quiz - Intro	due by 11:59pm
Fri Jan 31, 2025	 Team Formation Exercise	due by 5pm
	 Module 2 Quiz - Chapter 1	due by 11:59pm
Fri Feb 7, 2025	 If my group was a salad/sandwich	due by 11:59pm
	 Module 3 Quiz - Chapter 2	due by 11:59pm
Fri Feb 14, 2025	 3 Proposals for the Group Project	due by 11:59pm
	 Module 4 Quiz - Chapter 3	due by 11:59pm
Wed Feb 19, 2025	 Peer Review of "3 Proposals for the Group Project"	due by 11:59pm
Fri Feb 21, 2025	 Module 5 Quiz - Chapter 4 Part 1	due by 11:59pm
Fri Feb 28, 2025	 Module 6 Quiz - Chapter 4 Part 2	due by 11:59pm
	 Team Project Proposal + Business Model Canvas I	due by 11:59pm
Fri Mar 7, 2025	 Module 7 Quiz - Chapter 4 Part 3	due by 11:59pm
Sun Mar 9, 2025	 EXTRA CREDIT - Conference Report	due by 11:59pm
	 Team Project Schedule (Planning For the Future)	due by 11:59pm
Fri Mar 14, 2025	 Minimum Viable Product / Prototype	due by 11:59pm
	 Module 8 Quiz - Chapter 4 Part 4	due by 11:59pm

Fri Mar 28, 2025	 Business Model Canvas II	due by 11:59pm
	 Module 10 Quiz - Chapter 5	due by 11:59pm
Fri Apr 4, 2025	 Module 11 Quiz - Chapter 6	due by 11:59pm
	 OH	12pm to 12:30pm
Fri Apr 11, 2025	 Business Plan Rough Draft	due by 11:59pm
	 Module 12 Quiz - Chapter 7	due by 11:59pm
Sun Apr 13, 2025	 Group Self Review	due by 11:59pm
Fri Apr 18, 2025	 2 Peer Reviews of - Business Plan (Rough Draft)	due by 11:59pm
	 Module 13 Quiz - Chapter 8	due by 11:59pm
Sun Apr 20, 2025	 Final Pitch	due by 11:59pm
	 3 Peer Reviews of - Final Pitch	due by 11:59pm
Wed Apr 23, 2025	 Final Business Plan Submission	due by 11:59pm
	 Reflection Report	due by 11:59pm
