

Cover Sheet: Request 13832

DIG4097 Entrepreneurship in New Media

Info

| | |
|------------------------|--|
| Process | Course Modify Ugrad/Pro |
| Status | Pending at PV - University Curriculum Committee (UCC) |
| Submitter | Phillip Klepacki pklepacki@arts.ufl.edu |
| Created | 4/5/2019 9:30:36 AM |
| Updated | 4/19/2019 4:01:18 PM |
| Description of request | Request to change course level from 4000 to 3000, and remove requirement of senior-level from prerequisites. |

Actions

| Step | Status | Group | User | Comment | Updated |
|--|----------|--|-----------------|---------|-----------|
| Department | Approved | CFA - Digital Worlds 015851001 | James Oliverio | | 4/5/2019 |
| DIG_3097_ENTREPRENEURSHIP_IN_NEW_MEDIA_2019_V5_JM.docx | | | | | 4/5/2019 |
| College | Approved | CFA - College of Fine Arts | Jennifer Setlow | | 4/19/2019 |
| No document changes | | | | | |
| University Curriculum Committee | Pending | PV - University Curriculum Committee (UCC) | | | 4/19/2019 |
| No document changes | | | | | |
| Statewide Course Numbering System | | | | | |
| No document changes | | | | | |
| Office of the Registrar | | | | | |
| No document changes | | | | | |
| Student Academic Support System | | | | | |
| No document changes | | | | | |
| Catalog | | | | | |
| No document changes | | | | | |
| College Notified | | | | | |
| No document changes | | | | | |

Course|Modify for request 13832

Info

Request: DIG4097 Entrepreneurship in New Media

Description of request: Request to change course level from 4000 to 3000, and remove requirement of senior-level from prerequisites.

Submitter: Phillip Klepacki pklepacki@arts.ufl.edu

Created: 4/15/2019 2:14:42 PM

Form version: 2

Responses

Current Prefix

Enter the current three letter code (e.g., POS, ATR, ENC).

Response:

DIG

Course Level

Select the current one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).

Response:

4

Number

Enter the current three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles.

Response:

097

Lab Code

Enter the current lab code. This code indicates whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).

Response:

None

Course Title

Enter the current title of the course as it appears in the Academic Catalog.

Response:

Entrepreneurship in New Media

Effective Term

Select the requested term that the course change(s) will first be implemented. Selecting "Earliest" will allow the change to be effective in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's expectations. Courses cannot be changed retroactively, and therefore the actual

effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires at least 6 weeks after approval of the course change at UF.

Response:
Earliest Available

Effective Year

Select the requested year that the course change will first be implemented. See preceding item for further information.

Response:
Earliest Available

Requested Action

Indicate whether the change is for termination of the course or any other change. If the latter is selected, all of the following items must be completed for any requested change.

Response:
Other (selecting this option opens additional form fields below)

Change Course Prefix?

Response:
No

Change Course Level?

Note that a change in course level requires submission of a course syllabus.

Response:
Yes

Current Level

Response:
4

Proposed Level

Response:
3

Change Course Number?

Response:
No

Change Lab Code?

Note that a change in lab code requires submission of a course syllabus.

Response:
No

Change Course Title?

Response:
No

Change Transcript Title?

Response:
No

Change Credit Hours?

Note that a change in credit hours requires submission of a course syllabus.

Response:
No

Change Variable Credit?

Note that a change in variable credit status requires submission of a course syllabus.

Response:
No

Change S/U Only?

Response:
No

Change Contact Type?

Response:
No

Change Rotating Topic Designation?

Response:
No

Change Repeatable Credit?

Note that a change in repeatable credit status requires submission of a course syllabus.

Response:
No

Maximum Repeatable Credits

Enter the maximum credits a student may accrue by repeating this course.

Response:
3

Change Course Description?

Note that a change in course description requires submission of a course syllabus.

Response:
No

Change Prerequisites?

Response:
Yes

Current Prerequisites

Response:
DAR_BADA major and senior standing

Proposed Prerequisites

Response:

DAR_BADA major

Change Co-requisites?

Response:

No

Rationale

Please explain the rationale for the requested change.

Response:

To introduce Entrepreneurship in New Media earlier in the curriculum, we have removed the senior-level prerequisite and changed the course level from 4000 to 3000. The faculty felt the course did not require the kind of requisite knowledge that only seniors might have. It was deemed appropriate for juniors and even some sophomores who might be ahead on credits. In our revised 8-semester plan, this course moved from Term 8 to Term 6, as more truly-advanced/senior-standing courses shifted into the final year.

ENTREPRENEURSHIP IN NEW MEDIA

| | |
|--|---|
| COURSE NUMBER: DIG3097 | INSTRUCTOR: DR. MARKO SUVAJZIC |
| SEMESTER/YEAR: SPRING 2019 | OFFICE LOCATION/HOURS: MON, WED: 2:00-2:30PM |
| CREDIT HOURS: 3.0 | CONTACT EMAIL: CANVAS |
| CLASS LOCATION: NRG 0120 | CONTACT PHONE: (352) 294-2000 |
| CLASS MEETING TIME(S): M:5-6; W:6 | COURSE WEBSITE: elearning.ufl.edu |

COURSE DESCRIPTION

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

Office hours and reservation:

<https://digitalworlds.setmore.com/resourcebookingpage/r51eb1527179242577>

COURSE PREREQUISITES

DAR Major

PURPOSE OF COURSE

To introduce students to the best and most efficient practices in customer discovery methods as it relates to entrepreneurial opportunities in the new media space. In addition, students will learn the nuts and bolts of business plan development and company launch: 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.

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:

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

DIG3097 – ENTREPRENEURSHIP IN NEW MEDIA

| Week | Class Lectures and Projects | Projects, Quizzes |
|------|---|---|
| 1 | Introduction to the class/ Lecture: Opportunity Recognition Problem Discussion/Team Arrangement | Due: Submit 3 identified problems |
| 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 | Due: Submit team name/idea |
| 3 | HOLIDAY – NO CLASSES (https://www.checkiday.com/1/21/2019) Lecture: The Startup Owner’s Manual - Ch. 3 | |
| 4 | Review of chapters 1-3 In-Class Work on Business Models Quiz #1 | Due: Business Model Canvas I Quiz 1: The Startup Owner’s Manual Chapters 1-3, lecture content |
| 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) | Due: Business Plan Model (2-3 pages) |
| 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 Review of chapter 4 Quiz #2 | Quiz 2: The Startup Owners Manual Chapter 4, lecture content |
| 8 | Lecture: The Startup Owner’s Manual - Ch. 5 In-Class Work on Business Plan Model Lecture: The Startup Owner’s Manual - Ch. 6 Lecture: The Startup Owner’s Manual - Ch. 6 (continued) | Due: Business Model Canvas II |
| 9 | SPRING BREAK – NO CLASSES | |
| 10 | Lecture: The Startup Owner’s Manual Chapter 7 In-Class Work on Business Plan | Due: Rough Draft Business Plan for group Project |
| 11 | Review of chapters 5-7 Working on the final project Quiz #3 | Due: Peer Review of Rough Draft Quiz 3: The Startup Owner’s Manual Chapter #5-7, lecture content |
| 12 | Entrepreneurship and emerging technologies: Blockchain Working on the final project Lecture: The Art of Pitching | |
| 13 | Entrepreneurship and emerging technologies: Blockchain Working on the final project Working on the final project | Due: Final Business Plan for Project |
| 14 | Lecture: Guerilla Skills Lecture: The Art of Pitching Lecture: The Art of Starting | |
| 15 | Final pitch presentations Final pitch presentations Final pitch presentations | Due: Final presentations |

DIG3097 – ENTREPRENEURSHIP IN NEW MEDIA

| Week | Class Lectures and Projects | Projects, Quizzes |
|-----------|---|-----------------------|
| 16 | Final pitch presentations Final pitch presentations Final pitch presentations | |
| Exam Week | Reflection Report Submitted (no class meeting) | Due: Reflection Paper |

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)
2. <https://canvanizer.com/>
3. Founders workbook: <http://startups.guidearama.com/reader/fwb-part-1>
4. 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>
5. <https://steveblank.com/>

RECOMMENDED MATERIALS:

1. Big Idea Gator Business Plan Competition - <https://warrington.ufl.edu/entrepreneurship-and-innovation-center/student-engagement/big-idea/>
2. Business Plan Resource Center - <https://warrington.ufl.edu/entrepreneurship-and-innovation-center/business-plan-research-support/>
3. Techcrunch: <https://techcrunch.com/>
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](#) 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 Assignment: 1. Submission of 3 Problems/20 2. Three Peer reviews of Model Canvas I Submissions/100 | 10% |
| Individual Quizzes: 3. Quiz #1 (Chapters 1-3) /30 4. Quiz #2 (Chapter 4) /40 5. Quiz #3 (Chapters 5-7)/ 30 | 30% |
| Team Project: 1. Business Model Canvas I /50 (*Group self-review 1) | 40% |

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|---|-----|
| 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: 1. Group Self-review (x2) /100 2. End of the Semester Reflection Report - Peer review of group teammates /100 | 20% |

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/>

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.

MAKE-UP POLICY

Any assignment turned in past the due date will lose 10% of the total point value of the assignment for each day it is 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 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

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

<https://counseling.ufl.edu/>, 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- learning-support@ufl.edu

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

<https://career.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, 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.