

Cover Sheet: Request 11189

DIG4097C Entrepreneurship in New Media

Info

Process	Course Modify Ugrad/Pro
Status	Pending
Submitter	Klepacki, Phillip J pklepacki@arts.ufl.edu
Created	10/20/2016 12:24:41 PM
Updated	12/7/2016 2:51:58 PM
Description of request	Using an interdisciplinary approach, students acquire fluency in techniques of idea generation, innovation, Internet startups, video games, mobile applications, promotion and branding, company boot strapping, and business plan creation. The focus is on developing creative and business skills applicable to new media startups. UPDATE: The proposed prerequisite change should be solely to MAJOR: DAR. The GE4 standing is not required.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Digital Worlds 015851001	Oliverio, James Charles		10/20/2016
No document changes					
College	Approved	CFA - College of Fine Arts	Schaefer, Edward E		11/15/2016
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Case, Brandon	Added to the December agenda.	11/21/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/21/2016
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 11189

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Form version: 1

Responses

Current PrefixDIG

Course Level4

Number 097

Lab Code C

Course Title Entrepreneurship in New Media

Effective Term Earliest Available

Effective Year Earliest Available

Requested Action Other (selecting this option opens additional form fields below)

Change Course Prefix?No

Change Course Level?No

Change Course Number?No

Change Lab Code?Yes

Current Lab CodeC

Proposed Lab CodeNone

Change Course Title?No

Change Transcript Title?No

Change Credit Hours?No

Change Variable Credit?No

Change S/U Only?No

Change Contact Type?No

Change Rotating Topic Designation?No

Change Repeatable Credit?No

Change Course Description?Yes

Current Course DescriptionFocuses on developing creative and business skills that are applicable to new media startups. Uses an interdisciplinary approach to introduce the students to basic techniques of idea generation, innovation, Internet startups, video games, mobile applications, promotion and branding, company boot strapping and business plan creation.

Proposed Course Description (50 words max)Using an interdisciplinary approach, students acquire fluency in techniques of idea generation, innovation, Internet startups, video games, mobile applications, promotion and branding, company boot strapping, and business plan creation. The focus is on developing creative and business skills applicable to new media startups.

Change Prerequisites?Yes

Current PrerequisitesCLASS EQ4 OR EQ5

Proposed Prerequisites(MAJOR DAR AND CLASS GE4)

Change Co-requisites?No

RationaleRemove C – After a detailed faculty evaluation of this course as it is offered to date, the conclusion is that this class does not require significant amount of in-class lab time. Thus the recommendation to remove the C nomenclature is made in order to bring the course naming in sync with its content.

ENTREPRENEURSHIP IN NEW MEDIA

COURSE NUMBER: DIG4097	CREDIT HOURS: 3
SEMESTER/YEAR:	CLASS LOCATION:
	CLASS MEETING TIME(S):
INSTRUCTOR:	OFFICE LOCATION/HOURS:
	CONTACT EMAIL:
CONTACT PHONE: (352) 294-2000	COURSE WEBSITE: DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/

COURSE DESCRIPTION

Using an interdisciplinary approach, students acquire fluency in techniques of idea generation, innovation, Internet startups, video games, mobile applications, promotion and branding, company boot strapping, and business plan creation. The focus is on developing creative and business skills applicable to new media startups. Technological innovation is increasingly the source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring technological innovations to market is a daunting challenge. In this course we focus on the practices and processes that startups use to manage innovation effectively.

PREREQUISITE

BA in Digital Arts & Science major

PURPOSE OF COURSE

The purpose of this course is to introduce the students to the best and most efficient practices in applied creativity and innovation.

COURSE GOALS AND/OR OBJECTIVES:

At the end of the course, students should be able to:

- Understand the fundamental tools used to make both individuals and organizations more creative and innovative.
- Interpret their respective ideas for new ventures, and formulate a plan on how to make it successful.
- Articulate their ideas, and communicate them effectively to others.
- Understand the entrepreneurial mindset and culture that has been developing in companies of all sizes in virtually every industry.
- Write a basic business plan

COURSE SCHEDULE:

Week	Topic
1	Introduction to the class In Class exercise/ Picking teams for the group projects
2	The path to disaster: a startup is not a small version of a big company The path to epiphany: the customer development model
3	The customer development manifesto An introduction to customer discovery
4	Customer discovery, phase one: state your business model hypothesis In class exercise
5	Customer discovery, phase two: test the problem Quiz
6	Customer discovery, phase three: test the solution Customer discovery, phase four: verify the business model and pivot or proceed
7	Student Presentations (2 per period)
8	Student Presentations (2 per period)
9	Introduction to customer validation Customer validation, phase one: get ready to sell
10	Quiz Customer discovery, phase two: test the problem Working on the final project Quiz
11	Guy Kawasaki: The Art of Starting Guy Kawasaki: The Art of Positioning
12	Guy Kawasaki: The Art of Pitching In class exercise
13	Guy Kawasaki: The Art of bootstrapping In class exercise
14	Guy Kawasaki: The Art of Branding Quiz

Week	Topic
15	Final project review

REQUIRED TEXTBOOKS AND SOFTWARE:

- 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)
- Guy Kawasaki, *The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, Portfolio; (March 3, 2015)

RECOMMENDED MATERIALS:

- Eric Ries, *The Lean Startup*, Crown Business; First Edition (September 13, 2011)
- Peter Thiel, *Zero to One: Notes on Startups, or How to Build the Future*; Crown Business (September 16, 2014)

MATERIALS AND SUPPLIES FEES:

Material and supply 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).

GRADING POLICIES:

Assignment	percentage
In-Class Presentations – Each student (group) will have two presentations in front of the class. Presentations will be judged based on their content, clear focus, visual engagement, and overall effectiveness.	20%
Written assignments – Each student will write two papers. Research papers will be graded based on their content, clear focus, creativity, and overall effectiveness.	20%
Quizzes – Based on the material covered in class, as well as the assigned reading material.	40%
Final exam – Final exam is the final result of the semester long effort in learning.	20%

It is expected that in this final test, students manifest their knowledge on the matter.	
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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		0.00

More information on grades and grading policies is here:

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

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

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>

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.

COURSE COMMUNICATIONS

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

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/>) 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, 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>

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] on-line 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>.

ONLINE COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. 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 <https://evaluations.ufl.edu/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.