

Cover Sheet: Request 10516

RTV 4XXX Innovation and Entrepreneurship in Media

Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Ostroff,David Howard dostroff@ufl.edu
Created	10/27/2015 3:14:22 PM
Updated	1/14/2016 5:09:40 PM
Description	An overview of the processes and practice innovation and entrepreneurship as applied to the mass communication industries.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunicat 012303000	Ostroff, David Howard		10/27/2015
Added UCC Syllabus Checklist.pdf					10/27/2015
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		12/14/2015
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Baker, Brandi N	Added to January agenda	12/14/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/14/2015
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|New for request 10516

Info

Request: RTV 4XXX Innovation and Entrepreneurship in Media

Submitter: Ostroff,David Howard dostroff@ufl.edu

Created: 1/14/2016 5:08:35 PM

Form version: 3

Responses

Recommended Prefix: RTV

Course Level : 4

Number : XXX

Lab Code : None

Course Title: Innovation and Entrepreneurship in Media

Transcript Title: Inn & Entrep in Media

Effective Term : Earliest Available

Effective Year: Earliest Available

Rotating Topic?: No

Amount of Credit: 3

Repeatable Credit?: No

S/U Only?: No

Contact Type : Regularly Scheduled

Degree Type: Baccalaureate

Weekly Contact Hours : 3

Category of Instruction : Advanced

Delivery Method(s): On-Campus

Course Description : An overview of the processes and practice innovation and entrepreneurship as applied to the mass communication industries.

Prerequisites : RTV 2100 & RTV 3001

Co-requisites : None

Rationale and Placement in Curriculum : As with many industries and professions, the success of modern media companies and individuals requires the ability to innovate, and accept innovation. Further, there are growing opportunities for entrepreneurial activities in the media world. This course teach basic skills, techniques, and approaches to these behaviors within the context of the media. The course is for advanced students.

Course Objectives : 1) To understand the conceptual foundations of innovation and entrepreneurship;

2) To be able to apply the above to various sectors within the mass communication industries;

3) To understand the entrepreneurial mindset, as well as the personal and professional traits required for entrepreneurial ventures;

4) To understand best practices in innovation processes and management, as well as entrepreneurship;

5) To foster critical and strategic thinking in these areas.

Course Textbook(s) and/or Other Assigned Reading: Anthony, S.D. (2012). The Little Black Book of Innovation. Harvard Business School Publishing.

Drucker, P.F. (1985). "The Discipline of Innovation," Harvard Business Review, pp. 143-156.

Mehta & Athalye (2012). "The Future of Insights," Vikalpa, 37(4), pp. 97-101.

Christensen, C. Disruptive Innovation: Catching the Wave (HBR article handout)

"The People Formerly Known as the Audience" (2011), Special report, The Economist:
<http://www.economist.com/node/18904124>

Nieman Reports (Fall 2012): "Finding a Way Forward" and "Breaking News."

Whitney, D. (2013). "3 Ways to Make Your Business More Innovative." Business in the Heart of Florida, pp. 16-17.

Kahtan, M. (2013, July/Aug.) Crowdfunding: The Disruptor's Disruptor. Ivey Business Journal.

Weekly Schedule of Topics : 8/28 Course Overview

Introduction to Innovation and Entrepreneurship

9/4 Innovation Defined

Creativity and Ideation

9/11 Creativity and Creators

Identifying target audiences/
consumers

Value propositions

9/18 Disruptive Innovation

Creative Destruction

9/25

Disruptive Innovation and Technologies

10/2 The Product Lifecycle; Organization Life Cycles

Diffusion of Innovation

10/9 Diffusion of Innovation

Entrepreneurs and Entrepreneurship

10/16 Entrepreneurs (cont'd).

Intuition

Risk

10/23 Developing a Business Plan

Business Models

Value Chains

Risk (cont'd)

10/30 Innovation Management

11/6 Decision Making

Financing your Idea

Art of the Pitch

11/13 Aesthetics, Creativity, Environment, and Productivity

11/20 Field trip to UF Innovation Hub

11/27 NO CLASS

12/4 Final Presentations

Grading Scheme : Grading

A	94-100%
A-	90-93.95
B+	87-89.95
B	84-86.95
B-	80-83.95
C+	77-79.95
C	74-76.95
C-	70-73.95
D+	67-69.95
D	64-66.95
D-	60-63.95
E	Below 60

See <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> for further info on university grading policies.

Assignments and Evaluation

Assignments*	35%	
Midterm Exam		25%
Final Project	35%	
Final Presentation		5%

***Assignment Breakdown:**

-Creative destruction/Disruptive innovation analysis: 40%

A 4-7 page essay that illustrates how the concept of creative destruction, disruptive innovation, or both have played out within the mass communication industry (PR, advertising, journalism, telecom, social media, etc.). A type of "case study" assignment, students identify a specific exemplar ("case"), development, or "happening" within one of these fields, and thoroughly explain how the concepts presented in the creative destruction/disruptive innovation readings can be used to explain what happened.

-Entrepreneur interview and write-up: 60%

Students identify and interview a real-life media entrepreneur to learn first-hand about his/her experiences; to learn what motivates them; how they think and work; and get their life perspectives on innovation, successful entrepreneurial ventures, and best practices, and how this parallels what they have learned in class about the entrepreneurial mindset and process. The deliverable is a 5-7 page summary paper synthesizing and commenting on the interview responses.

Final Project

35%

Students research and assemble a business plan for a product or service innovation related to the media/mass communication industry. Length will vary, but likely will range from 10-15 pages.

Assignments will be distributed at least one week in advance of their announced due date (syllabus dates are subject to change). Assignments are due on the date stated on the syllabus. Late assignments may be accepted within 24 hours (of the class period time), with a 10% penalty. Assignments turned in after this 24-hour period will not be accepted. We will also be using TurnItIn for most assignment submissions (through our Canvas site), and will discuss how to do so in class. The same deadline above also applies to the TurnItIn submission. In addition to uploading your assignment, however, please also turn in the hard copy in class for grading purposes.

"Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>."

Information on current University of Florida grading policies can be found at: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Please contact Disability Services if you have any documented special needs that could affect your performance in this class. Email: accessuf@dso.ufl.edu
Voice: 352-392-8565 x200

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

Instructor(s) : Amy Jo Coffey

Grading

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B-	80-83.95
C+	77-79.95
C	74-76.95
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All UCC1 forms and each UCC2 form that proposes a change in the course description or credit hours must include this checklist in addition to a complete syllabus. Check the box if the attached syllabus includes the indicated information.

Syllabus MUST contain the following information:

Instructor contact information (and TA if applicable)

Course objectives and/or goals

A weekly course schedule of topics and assignments

Required and recommended textbooks

Methods by which students will be evaluated and their grades determined

A statement related to class attendance, make-up exams and other work such as: "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

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

A statement related to accommodations for students with disabilities such as: "Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page:

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

A statement informing students of the online course evaluation process such as: "Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>."

It is recommended that syllabi contain the following information:

1. Critical dates for exams and other work
2. Class demeanor expected by the professor (e.g., tardiness, cell phone usage)
3. UF's honesty policy regarding cheating, plagiarism, etc. Suggested wording: 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 (<http://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 obliged 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.
4. Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>
University Police Department: 392-1111 or 9-1-1 for emergencies.

The University's complete Syllabus Policy can be found at: http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi_policy.pdf