INFO I459 Media and Technology Entrepreneurship

Course Information

Credit Hours: 3

Elective for undergraduate and graduate informatics and new media degrees and for other programs.

Prerequisites: none

Faculty

Sara Anne Hook, M.L.S., M.B.A. (Finance), J.D.

Professor of Informatics and Program Director, Informatics Core, IU School of Informatics and Computing, IUPUI
Professor, University College, IUPUI
Adjunct Professor, Center for Intellectual Property Law and Innovation, Robert H. McKinney School of Law, Indiana University
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Office Hours

Office hours are Tuesdays from 2:00 p.m. - 4:00 p.m. (in person, by phone or by using the OnCourse real-time Chat Room feature) and by appointment.

Course Coach

This is my virtual coach for the course. His name is "Tipster" and he will be helping you throughout the semester with tips, suggestions and encouragement.
Course Description

This course is intended for students who are interested in starting their own company or who anticipate joining a start-up company. It will provide students with a solid foundation on a variety of legal and business matters that need to be considered when starting a new company, such as selecting a business structure (sole proprietorship, partnership, corporation, etc.), financing and credit, drafting business plans, preparing appropriate paperwork such as articles of incorporation and bylaws, tax implications, marketing and public relations, bankruptcy and other pitfalls, insurance, planning for growth, resources for entrepreneurs, contracts, real and personal property, shareholder and governance issues and working with professionals such as attorneys, accountants and insurance agents.

I originally taught this course in a face-to-face format, but I am very excited to be able to offer it online. The beauty of delivering the course online through OnCourse is that we have the flexibility to learn together and are not bound by what we can accomplish by meeting once a week for a set amount of time. Everything you need - each module and homework assignment - is delivered via OnCourse. I have designed the course to be as simple as possible from a technology standpoint. However, this course does require you to have regular and reliable access to OnCourse and the Internet. I am always available to meet with students in person or by telephone.

Learning Outcomes

By the end of the semester, you will have formulated an idea for a company, learned about the forms and documents necessary for starting a company in Indiana and written a complete business plan for your proposed new company (which could be either a for-profit company or a non-profit organization).

At the conclusion of the course, the student will be able to:

- Articulate the reasons why entrepreneurship is a viable career choice for informatics, computer science and new media professionals.
- Assess his or her personal and situational characteristics to determine if entrepreneurship would be an appropriate career choice.
- Produce a comprehensive business plan for a new for-profit company or non-profit organization, with complete financial statements.
- Select the most appropriate business structure (sole proprietorship, partnership, corporation, etc.) for a new company.
- Select a name for the new company and design a logo.
- Articulate the sources for financing and credit for a new company.
- Anticipate and mitigate any issues with leaving a current employer to start a new company.
- Prepare appropriate paperwork for starting a corporation in Indiana, such as articles of incorporation and bylaws.
- Assess the tax implications of a new company.
- Develop a marketing and public relations plan for a new company.
- Understand the law related to bankruptcy and other risks in starting a new company.
• Compare various types of insurance in order to select what is most appropriate for a company.
• Plan how to expand the new company and for an exit strategy if appropriate.
• Identify resources for entrepreneurs.
• Describe microfinance as a viable option for entrepreneurs, especially in developing countries, and a successful form of economic development.
• Evaluate contracts and other types of legal agreements.
• Compare types of intellectual property law to determine the best ways to protect the intellectual capital of the new company.
• Articulate shareholder and governance issues and select a board of directors for a new company.
• Evaluate and select the appropriate support professionals for the new company, such as attorneys, accountants and insurance agents

**Principles of Undergraduate Learning**

This course incorporates IUPUI's Principles of Undergraduate Learning. See [http://www.iport.iupui.edu/selfstudy/tl/puls/](http://www.iport.iupui.edu/selfstudy/tl/puls/)

- Core Communication: Written, Oral and Visual Skills [1A]
- Core Communication: Quantitative Skills [1B]
- Core Communication: Information Resources Skills [1C]
- Critical Thinking [2]
- Integration and Application of Knowledge [3]
- Intellectual Depth, Breadth and Adaptiveness [4]
- Understanding Society and Culture [5]
- Values and Ethics [6]

Faculty members are required to designate a PUL of Major, Moderate and Some Importance for every course in the undergraduate curriculum. For this course,

- Major Importance: 3 Integration and Application of Knowledge
- Moderate Importance: 1A Core Communication: Written, Oral and Visual Skills
- Some Importance: 1C Information Resources Skills

**Emergency Preparedness**

Safety on IUPUI's campus is everyone's responsibility. Know what to do in the event of an emergency so that you can protect yourself and others. For specific information, please visit the Emergency Preparedness website: [http://www.iupui.edu/~prepared/](http://www.iupui.edu/~prepared/)

**Adaptive Educational Services (AES)**

Students needing accommodations because of a disability will need to register with Adaptive Educational Services (AES) and complete the appropriate forms issued by AES before accommodations will be given. The AES office is located in Taylor Hall, UC 100. You can also reach the office by calling 274-3241. Visit [http://aes.iupui.edu/](http://aes.iupui.edu/) for more information.
Expectations/Guidelines/Policies

Assignments are due by the stated deadline, although you can certainly submit them earlier if you wish. **If you need an extension, you must have prior approval via email and I reserve the right to deduct points for lateness. Assignments more than one week late will not be accepted without prior approval.** The Final Project will be due on Thursday, July 24, at 5:00 p.m. Since this course crosses two semesters, you will receive an "I" grade for Summer I, which will then be adjusted after I have graded the Final Project. If you need to graduate at the end of Summer I, please let me know. We will make arrangements for you to turn in your Final Project early so that I can grade it in time to meet the Registrar's deadline. There is no final examination for this course.

Administrative Withdrawal: A basic requirement of this course is that you will conscientiously participate and complete all required course activities and/or assignments. Please notify me via email if you are unable to participate or complete an assignment on time. (See the information in the previous paragraph about requests for extensions and late assignments.) If you miss more than the first 25% of the course without contacting me, you may be administratively withdrawn from the course. Since our course is online and we do not meet, I use the Discussion Forum questions to monitor course participation. Note that the Preliminary Company Idea Assignment is due within the first two weeks of the semester. If you have not participated in these activities by the stated deadlines, you may be withdrawn. An administrative withdrawal may have academic, financial and financial aid implications. The administrative withdrawal will take place after the full refund period and if you are administratively withdrawn from the course, you will not be eligible for a tuition refund. If you have questions about the administrative withdrawal policy at any point in the semester, please contact me.

Please note that in order to be granted an Incomplete, you must already have completed at least 75% of the course requirements. This is a campus policy. Also, there is no opportunity for extra credit in this course. There is no opportunity to revise and resubmit assignments for a higher grade.

Work must be your own and it must be identified as such. Work of others, such as quotes used in a paper, must be properly identified and cited. Studying together either in person or via the Internet and email is encouraged; however, sharing significant amounts of work or presenting the work of others as one's own is not allowed. Please let me know if you have questions about the proper way to use quotations and citations. Also, please state the answers to assignment questions in your own words rather than cutting and pasting text from modules, websites, databases or other materials.

Since we do not meet face-to-face, I will rely on you to pick up your homework assignments from me in IT 589 once they are graded. I will mail graded assignments back to you if you wish - please provide your preferred U.S. or campus mailing address. According to campus policy, I am only required to keep your assignments for one month after they are graded and I reserve the option to dispose of them after that time.

Regulations, policies, guidelines, requirements and updates are to be followed, including those of Indiana University, IUPUI and the School of Informatics. This includes those that are printed in the IUPUI Summer 2014 Class Schedule, the current IUPUI Campus Bulletin, posted or
referenced in the course's website on OnCourse, posted in a classroom, laboratory, office or other campus building or those presented or noted by faculty and staff members. There are a number of campus-wide policies governing the conduct of courses at IUPUI. These can be found at: http://registrar.iupui.edu/course_policies.html.

**Equipment Needed**

Because this is an online course delivered through OnCourse, you will need weekly access to a computer and a sufficiently stable network to handle large files. You will need to be able to listen to podcasts, view PowerPoint presentations and short videos, download and print materials and search the Internet and library databases. I will also need to communicate with you by email, so all students will need to provide a valid email address. Also, if you are not going to access OnCourse regularly, you will need to set the OnCourse email to forward to your preferred email address (see Messages – Settings - Auto Forward).

**Software Used**

Any software and related materials will be provided by vendors at no charge to students or the school.

**Course Management and Helpful Hints**

There are no class meeting times per se for this course. Instead, online courses are conducted "asynchronously", which means that we will be sending and receiving email messages and participating in "virtual discussions" using the OnCourse Discussion Forum tool. If you look under the Forums link on the left side of the OnCourse screen, you can see that I have already set up a Discussion Forum for each module of the course. Responses to the Discussion Forum questions are due on Sundays by noon. Please make an effort to participate fully in the course, including posting to the Discussion Forum each week - not only is this 20% of your grade, but it will also be a much more rewarding course if we all share our thoughts and expertise. This is a 3-credit hour course, so you can expect to be just as busy as you would be in a face-to-face format.

The course will be divided into weekly modules. Each module will officially begin on Monday, although in many cases I will have the module content posted by the preceding Friday. Modules will officially end on Sundays, but once I have posted a module, it will be available throughout the semester in case you want to review. Because this is a summer semester course, there will be an extensive amount of reading every week, especially in the first week or two, but I think you will find the material interesting and practical.

Each week, for each module, there will be a reading assignment, designated by a book icon. Most of the reading assignments will be from the course textbooks, but I will upload or reference other materials as well. Additional materials will be uploaded to the Resources link in OnCourse.
As indicated above, for each module, there will also be a series of online discussion questions, indicated by a computer icon. You will use the Forums link in OnCourse to respond to these questions. Responses to the Discussion Forum questions are due on Sundays by noon.

As part of each module, I will provide a "Fireside Chat" to remind you about deadlines, explain concepts or alert you to new issues. You will access the Fireside Chats through the Podcasts link in OnCourse.

Each week, I will also provide a mini-lecture or outline of the topic of the module, designated by the microphone icon. You will access this material through the Resources link in OnCourse.

For many of the modules, there may also be a PowerPoint presentation, guest speaker or online demonstration, which will be indicated by a little movie projector. You will access this material through the Resources link in OnCourse.

Finally, if you have questions, please do not hesitate to email me.

Tipster says, "The most important advice for the course is to stay organized."

If this is your first online course, please understand that the burden is on you to stay organized, to know what needs to be done each week and to pay attention to the deadlines for assignments. I will use the Announcements feature in OnCourse to let you know when modules are available and to remind you when assignments are due.

**Required Textbooks**


The textbooks will be supplemented with readings from business, law and technology journals, PowerPoint presentations and websites. This material will be uploaded to the Resources link in OnCourse.

**Assignments and Quizzes**

Preliminary Company Idea Assignment - 20 points - due Friday, May 23, 5:00 p.m. Corresponds to PULs 2 [Critical Thinking], 1A [Written, Oral and Visual Skills] and 1C [Information Resources Skills]

Quiz #1 - 20 points (covering Modules 1-3) - available from Friday, June 6 at 5:00 p.m. until Sunday, June 8 at 5:00 p.m. Corresponds to PULs 2 [Critical Thinking], 3 [Integration and Application of Knowledge] and 6 [Values and Ethics]

Quiz #2 - 20 points (covering Modules 4-6) - available Monday, June 23 at 5:00 p.m. until Wednesday, June 25 at 5:00 p.m. Corresponds to PULs 2 [Critical Thinking], 3 [Integration and Application of Knowledge] and 6 [Values and Ethics]

Final Project - 101 points - Due Thursday, July 24, 5:00 p.m. [Integration and Application of Knowledge], 1A [Written, Oral and Visual Skills] and 1C [Information Resources Skills]

**Please see note above regarding grades for Summer I.**

Participation in weekly Discussion Forums - 40 points, 6.5 points per week. Correspond to PULs 3 [Integration and Application of Knowledge], 2 [Critical Thinking] and 1A [Written, Oral and Visual Skills]

Total: 200 points

Final course grades are calculated by adding up all of the points that you earned in the course and dividing by 200. This will give you a percentage. See the Grading Scale below for the minimum percentage that you need for each grade.

I use the gradebook function in OnCourse to post grades and provide feedback on your assignments.

**Grading Information**

200 points possible

Minimum percentages for each course grade:

100% A+
93% A
90% A-
87% B+
83% B
Course Schedule Detail

Module 1: Week of 5/14
Topic: Preparing for Entrepreneurship
Assignment: Read Chapters 1-3 in *The Entrepreneur's Guide to Business Law* and Chapters 1-2 and 6-7 in *Entrepreneurship*. Also, please familiarize yourself with the Appendix in *Entrepreneurship*, pages 293-308, which is a checklist of the contents of a business plan.

Module 2: Week of 5/19
Topic: Starting a Company: Ownership, Structure and New Product Development
Assignment: Read Chapters 4-6 and 14 in *The Entrepreneur's Guide to Business Law* and Chapter 3 and 9 plus pages 142-149 and 234-243 in *Entrepreneurship*

**Preliminary Company Idea Assignment - due Friday, May 23, 5:00 p.m.**

Module 3: Week of 5/26
Topic: Contracts and Sales
Assignment: Read Chapters 9-10 in *The Entrepreneur's Guide to Business Law* and pages 150-194 and 249-251 in *Entrepreneurship*

Module 4: Week of 6/2
Topic: Planning for Risks
Assignment: Read Chapters 11-12 in *The Entrepreneur's Guide to Business Law* and pages 244-248 and 252-254 in *Entrepreneurship*

**Quiz #1 (covering Modules 1-3) - available from Friday, June 6 at 5:00 p.m. until Sunday, June 8 at 5:00 p.m.**

Module 5: Week of 6/9
Topic: Human Resources and Financial Issues
Assignment: Read Chapters 7, 8 and 13 in *The Entrepreneur's Guide to Business Law* and pages 195-233 in *Entrepreneurship*

Module 6: Week of 6/16
Topic: Planning for Growth
Assignment: Read Chapters 15, 16 and 17 in The Entrepreneur's Guide to Business Law and Chapters 10-11 in Entrepreneurship

Week of 6/23
Quiz #2 (covering Modules 4-6) - available Monday, June 23 at 5:00 p.m. until Wednesday, June 25 at 5:00 p.m.

Final Project Due by Thursday, July 24, 2013, at 5:00 p.m.

The Final Project will be due on Thursday, July 24, at 5:00 p.m. Since this course crosses two semesters, you will receive an "I" grade for Summer I, which will then be adjusted after I have graded the Final Project. If you need to graduate at the end of Summer I, please let me know so that we can make arrangements for you to turn in your Final Project early so that I can grade it in time to meet the Registrar's deadline.

IUPUI Core: Vision, Mission, Values & Diversity

Vision of IUPUI

The VISION of IUPUI is to be one of the best urban universities, recognized locally, nationally, and internationally for its achievements.

Mission of IUPUI

Indiana University-Purdue University Indianapolis (IUPUI), a partnership between Indiana and Purdue Universities, is Indiana's urban research and academic health sciences campus. IUPUI's mission is to advance the State of Indiana and the intellectual growth of its citizens to the highest levels nationally and internationally through research and creative activity, teaching and learning, and civic engagement. By offering a distinctive range of bachelor's, master's, professional, and Ph.D. degrees, IUPUI promotes the educational, cultural, and economic development of central Indiana and beyond through innovative collaborations, external partnerships, and a strong commitment to diversity.

In pursuing its mission and vision, IUPUI provides for its constituents excellence in:

- Teaching and Learning
- Research, Scholarship, and Creative Activity
- Civic Engagement, Locally, Nationally, and Globally

With each of these core activities characterized by:

- Collaboration within and across disciplines and with the community,
- A commitment to ensuring diversity, and
- Pursuit of best practices
Welcome to the course!