INFO H559/INFO I459
Media and Technology Entrepreneurship
Department of Human-Centered Computing
Indiana University School of Informatics and Computing, IUPUI
Spring 2018

Section No: 26897 and 27672  Credit Hours: 3
Time: Online, asynchronous
Location: N/A
First Class: January 8, 2018
Website for the Course: SP18-IN-INFO-H559-26897

Instructor: Sara Anne Hook, B.A. (History), M.L.S., M.B.A. (Finance), J.D.
- Professor of Informatics/Human-Centered Computing, Indiana University School of Informatics and Computing, IUPUI
- Adjunct Professor, Center for Intellectual Property Law and Innovation, Robert H. McKinney School of Law, Indiana University
- Adjunct Professor of American Studies, School of Liberal Arts, IUPUI
- Admitted: Indiana (1994), Supreme Court of the United States (2012)

Office Hours: Office hours are Wednesdays from 2:00 p.m. - 4:00 p.m. (in person, by phone or using the Canvas Chat feature) and by appointment.
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Prerequisites: None. Credit Hours: 3
Elective for undergraduate and graduate informatics, computer science and new media degrees and for other programs.

Course Coach (Tipster pointing)
This is my virtual coach for the course. He is a cat and his name is Tipster. He will be helping you throughout the semester with tips, suggestions and encouragement.
Course Etiquette:

Please address me as Professor Hook or Prof. Hook. In terms of social media, please note that I do not accept LinkedIn invitations from current students.

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 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 Canvas. 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 Canvas and the Internet. I am always available to meet with students in person or by telephone.

Required Textbook


Additional Readings

The textbook will be supplemented with readings from business, law and technology books and journals, PowerPoint presentations and websites. This material will be uploaded to Canvas.

IUPUI Principles of Undergraduate Learning (PULs) – http://due.iupui.edu/Undergraduate-Curricula/General-Education/Principles-of-Undergraduate-Learning

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

- Major Emphasis: 3 Integration and Application of Knowledge
- Moderate Emphasis: 1A Written, Oral and Visual Skills
- Some Emphasis: 1C Information Resources Skills
Revised (by Anderson) Bloom’s Taxonomy (RBT)

Faculty members must also indicate the Revised (by Anderson) Bloom’s Taxonomy for each learning outcome in the course.

1. Remembering
2. Understanding
3. Applying
4. Analyzing
5. Evaluating
6. Creating

Program-level Learning Outcomes (PLO)

Finally, we are required to indicate which of the B.S. in Informatics Program-level Learning Outcomes are addressed in the course: http://soic.iupui.edu/undergraduate/degrees/informatics/learning-outcomes/

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 (which are very similar to what is required in other states), written a complete Business Plan and prepared a Business Model Canvas for your proposed new company (which could be either a for-profit company or a non-profit organization).

Upon completion of the course, students will be able to:

- Articulate the reasons why entrepreneurship is a viable career choice for informatics, computer science and new media professionals. [RBT 3][PLO 2 and 3][E, DF, SR]
- Assess his or her personal and situational characteristics to determine if entrepreneurship would be an appropriate career choice. [RBT 5][PLO 3 and 5][DF, PCIA, BP, SR]
- Develop a plan for effective professional networking, both in-person and online. [RBT 6][PLO 3][DF, SR]
- Prepare to present themselves in a professional manner for a number of different business situations. [RBT 6][PLO 3][DF, SR]
- Produce a comprehensive Business Plan for a new for-profit company or non-profit organization, with complete financial statements. [RBT 6][PLO 3][BP]
- Prepare a Business Model Canvas for a new for-profit company or non-profit organization [RBT 6][PLO 3][E, DF, BMC]
- Compare and contrast agile entrepreneurship as an approach to project management and business development. [RBT 5][PLO 3][E, DF]
- Select the most appropriate business structure (sole proprietorship, partnership, corporation, etc.) for a new company. [RBT 5][PLO 3][E, PCIA, DF, BP]
- Select a name for the new company and design a logo. [RBT 6][PLO 3][PCIA, DF, BP]
- Articulate the sources for financing and credit for a new company. [RBT 3][PLO 3][E, DF, BP]
• Anticipate and mitigate any issues with leaving a current employer to start a new company. [RBT 5][PLO 2, 3 and 5][E, DF]
• Prepare appropriate paperwork for starting a corporation in Indiana or other states, such as articles of incorporation and bylaws. [RBT 6][PLO 3][BP]
• Assess the tax implications of a new company. [RBT 5][PLO 3][DF, BP]
• Develop a marketing and public relations plan for a new company. [RBT 6][PLO 3 and 5][E, DF, BP]
• Understand the law related to bankruptcy and other risks in starting a new company. [RBT 2][PLO 3][E, DF, BP]
• Compare various types of insurance in order to select what is most appropriate for a company. [RBT 5][PLO 3][E, DF, BP]
• Create a plan for how to expand the new company and/or for an appropriate exit strategy. [RBT 6][PLO 3][E, DF, BP]
• Identify resources for entrepreneurs. [RBT 1][PLO 3][E, DF, PCIA, BP, SR]
• Describe microfinance as a viable option for entrepreneurs, especially in developing countries, and a successful form of economic development. [RBT 2][PLO 3 and 3][DF]
• Evaluate contracts and other types of legal agreements. [RBT 5][PLO 3][E, DF, BP]
• Compare types of intellectual property law to determine the best ways to protect the intellectual capital of the new company. [RBT 5][PLO 2 and 3][E, DF, PCIA, BP]
• Articulate shareholder and governance issues. [RBT 3][PLO 3 and 5][E, PCIA, DF, BP]
• Evaluate and select a board of directors and board of advisors for a new company. [RBT 5][PLO 3 and 5][E, PCIA, DF, BP]
• Evaluate and select the appropriate support professionals for the new company, such as attorneys, accountants and insurance agents. [RBT 5][PLO 3 and 3][E, DF, BP]

DF=Discussion Forum
E=Exam
PCIA=Preliminary Company Idea Assignment
BMC=Business Model Canvas
BP=Business Plan
SR=Self-Reflection on Entrepreneurship

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

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 if you are granted an extension, I reserve the right to deduct points from your assignment. PLEASE NOTE: I no longer provide a one-week grace period. Assignments are due by the stated deadline unless you have been granted an extension. Again, NO LATE WORK will be accepted unless you have been granted an extension via email before the due date. Please use the Canvas email system to communicate with me – I log into Canvas on the weekends, but
not regular IU/IUPUI email, so Canvas is the fastest way to contact me. The Business Plan will be due on Friday, April 6 at 5:00 p.m. Exams will open on Fridays at 5:00 p.m. and be available until Sundays at 5:00 p.m. Responses to the Discussion Forum questions are due on Sundays by noon.

There is no final examination for this course. There is no opportunity for extra credit in this course. There is also no opportunity to revise and resubmit assignments for a higher grade. Due to time constraints and wanting to be fair to all students, I do not review and provide feedback on assignments prior to submission. If technical difficulties with your submission mean that I cannot download or access your assignment, I will contact you and you will have one week to email the assignment to me in a file that I can access.

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 four 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.

Incomplete

The grade of Incomplete used on the final grade report indicates that a substantial portion of the course work has been satisfactorily but not entirely completed as of the end of the semester. The grade of Incomplete may be given only when the completed portion of the student's work in the course is of passing quality. Instructors may award the grade of Incomplete upon a showing of such hardship to a student as would render it unjust to hold the student to the time limits previously established for the completion of his or her work. All unfinished work must be completed by the date set by the instructor. Left unchanged, an Incomplete automatically becomes an F after one year. [http://registrar.iupui.edu/incomp.html](http://registrar.iupui.edu/incomp.html).

Other Policies

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 assignments (Discussion Forums, Business Plan, etc.) in your own words rather than cutting and pasting text from Modules, websites, databases or other materials.
I typically upload graded assignments with my feedback to Canvas. 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 and Computing. This includes those that are printed in the IUPUI Spring 2018 Class Schedule, the current IUPUI Campus Bulletin, posted or referenced in the course's website on Canvas, 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 policies can be found at: http://registrar.iupui.edu/course_policies.html. A Syllabus Supplement is also provided on the left side of the course’s Canvas site which includes important campus policies.

I reserve the right to revise the syllabus as needed during the semester.

**Course Management and Helpful Hints**

There are no class meeting times per se for this course. Instead, this course is conducted "asynchronously", which means that we will be sending and receiving email messages and participating in "virtual discussions" using the Canvas Discussions tool. Please make an effort to participate in the Discussion Forum questions regularly - not only is this 20% (40 points) of your final course grade, but it will be a much more rewarding course if we all share our thoughts and expertise. Points will be taken off if all questions in a Discussion Forum are not responded to and also if you do not Reply to another student’s response as indicated in the instructions for a Module. Responses to Discussion Forum questions are due on Sundays by noon. This is a 3-credit hour course and we cover a great deal of material, so you can expect to be at least as busy as you would be in a course that meets face-to-face every week.

The course will be divided into weekly Modules. Each Module will officially begin on Monday. Modules will officially end at noon on Sundays, but once I have posted a Module, it will be available throughout the semester in case you want to review. You will use Canvas to access the Modules.

![Book Icon]

For each Module, there will be a reading assignment, designated by a book icon. Many of the reading assignments will be from the course textbook, but I will also upload, reference or provide a link to other materials as well. Whatever I upload will be provided through Canvas.

![Computer Icon]

As part of eight of the Modules, there will also be a series of online discussion questions, indicated by a desktop computer icon. We will use the Discussion Forums in Canvas to share the responses to these questions. Responses to the Discussion Forum questions are due by Sundays at noon. Be sure to Reply to another student’s response as indicated in the instructions for the Module.
Each week, I will also provide a mini-lecture or outline of the topic of the Module, designated by the microphone icon.

For many of the Modules, there may also be a PowerPoint presentation, guest lecture or online demonstration, which will be indicated by a movie projector icon. You will use Canvas to access these materials.

For each Module, I will provide a Fireside Chat, designated by a bonfire icon, to remind you about deadlines, explain concepts or alert you to new issues. You will use Canvas to access the Fireside Chats.

Finally, if you have questions (question mark icon), please do not hesitate to email or telephone me.

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

Tipster cannot stress enough the importance of keeping up with the reading assignments and responding to the Discussion Forum questions. He has noticed a direct correlation between responding regularly to the Discussion Forum questions and doing well in the course.

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 Canvas to let you know when Modules are available and to remind you when assignments are due.

**Equipment Needed**

Because this is an online course delivered through Canvas, 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. My TA and I need to communicate with you by email, so all students will need to provide a valid email address. **Please use the Canvas email system to communicate with me – I log into Canvas on the weekends, but not regular IU/IUPUI email, so Canvas is the fastest way to contact me.**
Grading Information

There are 200 points total in the course.

- Preliminary Company Idea Assignment - 10 points - due Friday, February 2 at 5:00 p.m. [corresponds to PULs 3, 1A and 1C]
- Exam #1 - 15 points (covers Modules 1-4) - available from Friday, February 9 at 5:00 p.m. until Sunday, February 11 at 5:00 p.m. [corresponds to PUL 3]
- Exam #2 - 15 points (covers Modules 5-7) - available from Friday, March 2 at 5:00 p.m. until Sunday, March 4 at 5:00 p.m. [corresponds to PUL 3]
- Business Model Canvas – 10 points - due Friday, March 9 at 5:00 p.m. [corresponds to PULs 3, 1A and 1C]
- Exam #3 – 15 points (covers Modules 8-10) – available from Friday, March 30 at 5:00 p.m. until Sunday, April 1 at 5:00 p.m. [corresponds to PUL 3]
- Business Plan - 70 points - due Friday, April 6 at 5:00 p.m. [corresponds to PULs 3, 1A and 1C]
- Exam #4 – 15 points (covers Modules 11-13) – available from Friday, April 20 at 5:00 p.m. until Sunday, April 22 at 5:00 p.m. [corresponds to PUL 3]
- Self-Reflection on Entrepreneurship – 10 points – due Monday, April 30 at 5:00 p.m. [corresponds to PULs 3, 1A and 1C]
- Participation in Discussion Forums: 40 points (5 points per Discussion Forum) – due Sundays by noon. [correspond to PULs 3, 1A and 1C] It will be important to read the responses from other students to get the maximum benefit from the course. Points will be taken off if questions in a Discussion Forum are not responded to, including not providing a Reply to another student’s responses as indicated in the instructions for the Module.

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 don’t round up the grades, so if you want an A in the course, you need to achieve at least a 93%.

I use Canvas to post grades and provide feedback on your assignments.

Grading Scale [percentages and/or points]

200 points possible

Minimum percentages for each course grade:

99% A+
93% A
90% A-
87% B+
83% B
80% B-
77% C+
73% C
70% C-
67% D+
63% D
60% D-
Below 60% F

Undergraduate Students: No credit towards major, minor or certificate requirements is granted for a course grade below a C. No credit towards general education or elective requirements is granted for a course grade below a C-. In other words, it is best to strive for at least a C in this course.

Course Schedule Detail

Module 1: Week of 1/8
Topic: Introduction to Entrepreneurship
Reading Assignment: Chapter 1 in Bagley and Dauchy
Discussion Forum #1 (covers Module 1): due Sunday, January 14 by noon

Module 2: Week of 1/15
Topic: Preparing for Entrepreneurship
Reading Assignment: To be distributed
View EDGE Modules – Networking and Making an Impression

Module 3: Week of 1/22
Topic: Getting Started (including the Business Model Canvas)
Reading Assignment: Chapters 2-3 in Bagley and Dauchy
Discussion Forum #2 (covers Modules 2-3 and EDGE Modules): due Sunday, January 28 by noon

Module 4: Week of 1/29
Topic: Organizational Structure
Reading Assignment: Chapter 4 in Bagley and Dauchy
Preliminary Company Idea Assignment: due Friday, February 2 at 5:00 p.m.

Module 5: Week of 2/5
Topic: Ownership Issues
Reading Assignment: Chapters 5-6 in Bagley and Dauchy
Exam #1 (covers Modules 1-4): Available from Friday, February 9 at 5:00 p.m. until Sunday, February 11 at 5:00 p.m.
Discussion Forum #3 (covers Modules 4-5): due Sunday, February 11 by noon

Module 6: Week of 2/12
Topic: Intellectual Property and Branding (including Agile)
Reading Assignment: Chapter 14 in Bagley and Dauchy
Module 7: Week of 2/19
Topic: Contracts and Sales
Reading Assignment: Chapters 9-10 in Bagley and Dauchy
Discussion Forum #4 (covers Modules 6-7): due Sunday, February 25 by noon

Module 8: Week of 2/26
Topic: Human Resources
Reading Assignment: Chapter 8 in Bagley and Dauchy
Exam #2 (covers Modules 5-7): Available from Friday, March 2 at 5:00 p.m. until Sunday, March 4 at 5:00 p.m.

Module 9: Week of 3/5
Topic: Writing a Business Plan (including financial statements)
Reading Assignment: To be distributed
Business Model Canvas - due Friday, March 9 at 5:00 p.m.
Discussion Forum #5 (covers Modules 8-9): due Sunday, March 11 by noon

Week of 3/12
Enjoy your Spring break!

Module 10: Week of 3/19
Topic: Planning for Risks
Reading Assignment: Chapters 11-12 in Bagley and Dauchy

Module 11: Week of 3/26
Topic: Advanced Financial Issues
Reading Assignment: Chapters 7 and 13 in Bagley and Dauchy
Exam #3 (covers Modules 8-10): Available from Friday, March 30 at 5:00 p.m. until Sunday, April 1 at 5:00 p.m.
Discussion Forum #6 (covers Modules 10-11): due Sunday, April 1 by noon

Module 12: Week of 4/2
Topic: Planning for Growth
Reading Assignment: Chapter 15 in Bagley and Dauchy
Business Plan - due Friday, April 6 at 5:00 p.m.

Module 13: Week of 4/9
Topic: Buying and Selling a Company
Reading Assignment: Chapter 16 in Bagley and Dauchy
Discussion Forum #7 (covers Modules 12-13): due Sunday, April 15 by noon

Module 14: Week of 4/16
Topic: Going Public
Reading Assignment: Chapter 17 in Bagley and Dauchy
Exam #4 (covers Modules 11-13): Available from Friday, April 20 at 5:00 p.m. until Sunday, April 22 at 5:00 p.m.
Module 15: Week of 4/23
Topic: Remaining Issues and New Trends
Reading Assignment: To be distributed
Discussion Forum #8 (covers Modules 14-15): due Sunday, April 29 by noon

Week of 4/30
Self-Reflection on Entrepreneurship – due Monday, April 30 at 5:00 p.m.

(Tipster smiling) Welcome to the course!