

**INFO H550/INFO I400/NEWM N485**  
**Media and Technology Entrepreneurship (former title is Legal and Business**  
**Issues in Informatics)**

**Department of Human-Centered Computing**  
**Indiana University School of Informatics and Computing, IUPUI**  
**Spring 2016**

*Section No:* 32531, 32530 and 32532 *Credit Hours:* 3

*Time:* Online, asynchronous

*Location:* N/A

*First Class:* January 11, 2016

*Website:* <https://iu.instructure.com/courses/1535043>



*Instructor:* Sara Anne Hook, M.B.A. (Finance), J.D.

Professor of Informatics and Program Director, Informatics Core, 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

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 Tuesdays 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 and new media degrees and for other programs.



**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 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 Textbooks

Lambing, Peggy A., and Kuehl, Charles R. *Entrepreneurship*, 4th ed. Upper Saddle River, NJ: Pearson Prentice Hall, 2007. ISBN 0-13-228174-0. (Be sure you purchase the 4th edition - there was significant revision from the 3rd edition and the chapters and page numbers will not match.) Also, if the copy you purchase is missing the CD, there is no need to worry. I have permission from the publisher to upload the contents of the CD to our Canvas site, so you will have everything you need.

Bagley, Constance E., and Dauchy, Craig E. *The Entrepreneur's Guide to Business Law*, 4th ed. Mason, OH: Thomson/Southwestern/West, 2012. ISBN 978-0-538-46646-2. (Be sure you purchase the 4th edition.)

Available at the Barnes & Noble bookstore on the IUPUI campus and various online vendors.

## Additional Readings

The textbooks will be supplemented with readings from business, law and technology 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

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

DF=Discussion Forum

Q=Quiz

PCIA=Preliminary Company Idea Assignment

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 I reserve the right to deduct points for lateness. Assignments more than one week late will not be accepted without prior approval.** The Business Plan will be due on Friday, April 8 at 5:00 p.m. Quizzes 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 at noon.

There is no final examination for this course. Also, there is no opportunity for extra credit in this course. There is no opportunity to revise and resubmit assignments for a higher grade.

## **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**

I am only allowed to assign an Incomplete (I) grade if at least 75% of the required coursework has been completed at passing quality and holding you to previously established time limits would result in unjust hardship to you. 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>.

## **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 assignment

questions in your own words rather than cutting and pasting text from modules, websites, databases or other materials.

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 2016 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 can be found at: [http://registrar.iupui.edu/course\\_policies.html](http://registrar.iupui.edu/course_policies.html). A Supplement to the Syllabus is also provided on the course's Canvas site which includes important school and 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, online courses are conducted "asynchronously", which means that we will be sending and receiving email messages and participating in "virtual discussions" using the Canvas Discussions. If you look at Modules in Canvas, you can see that I have already set up a Discussion Forum for each module of the course. 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.

Please make an effort to participate in the Discussion Forums regularly - not only is this 40 points towards your final course grade (5 points each), but it will also 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. 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.



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



For each module, there will also be a series of online discussion questions, indicated by a computer icon. We will use the Canvas Discussions feature to share the responses to these questions. Responses to the weekly Discussion Forum questions are due by Sundays at noon. **IMPORTANT:** All students will respond to the Discussion Forum questions for Module 1.

Then the class will be divided in half – with half of the class (students with last names starting with A-K) responding to the Discussion Forum questions for the even-numbered modules (Module 2, Module 4, etc.) and the other half of the class (students with last names starting with L-Z) responding to the Discussion Forum questions for the odd-numbered modules (Module 3, Module 5, etc.) Canvas should automatically indicate which group you are in. Please accept the invitation from Canvas to join your group.



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. You will use Canvas to access these materials.



For each module, I will provide a "Fireside Chat" 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, please do not hesitate to email me.



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. I will also need to communicate with you by email, so all students will need to provide a valid email address.

## **Assignments and Quizzes**

Preliminary Company Idea Assignment - 10 points - due Friday, January 29 at 5:00 p.m.  
Corresponds to PULs 3 [Integration and Application of Knowledge], 1A [Written, Oral Visual Skills] and 1C [Information Resources Skills]

Quiz #1 - 20 points (covers Modules 1-4) - available from Friday, February 12 at 5:00 p.m. until Sunday, February 14 at 5:00 p.m. Corresponds to PUL 3 [Integration and Application of Knowledge]

Quiz #2 - 20 points (covers Modules 5-7) - available from Friday, March 4 at 5:00 p.m. until Sunday, March 6 at 5:00 p.m. Corresponds to PUL 3 [Integration and Application of Knowledge]

Quiz #3 – 20 points (covers Modules 8-10) – available from Friday, April 1 at 5:00 p.m. until Sunday, April 3 at 5:00 p.m. Corresponds to PUL 3 [Integration and Application of Knowledge]

Business Plan - 65 points - due Friday, April 8 at 5:00 p.m. Corresponds to PULs 3 [Integration and Application of Knowledge], 1A [Written, Oral and Visual Skills] and 1C [Information Resources Skills]

Quiz #4 – 20 points (covers Modules 11-13) – available from Friday, April 22 at 5:00 p.m. until Sunday, April 24 at 5:00 p.m. Corresponds to PUL 3 [Integration and Application of Knowledge]

Self-Reflection on Entrepreneurship – 5 points – due Monday, May 2 at 5:00 p.m.

Participation in Discussion Forums: 40 points (5 points per Discussion Forum – due Sundays by noon) Correspond to PULs 3 [Integration and Application of Knowledge], 1A [Written, Oral and Visual Skills] and 1C [Information Resources Skills] NOTE: All students will participate in the Discussion Forum questions for Module 1. Then the class will be divided in half – with half of the class (students with last names starting with A-K) responding to the Discussion Forum questions for the even-numbered modules (Module 2, Module 4, etc.) and the other half of the class (students with last names starting with L-Z) responding to the Discussion Forum questions for the odd-numbered modules (Module 3, Module 5, etc.) Canvas should automatically indicate which group you are in. Please accept the invitation from Canvas to join your group.

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 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 the Grades feature in Canvas 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  
80% B-  
77% C+  
73% C  
70% C-  
67% D+  
63% D  
60% D-  
Below 60% F

Undergraduate Students: No credits towards major, minor or certificate requirements are granted for a course grade below a C. No credits towards general education or elective requirements are granted for a course grade below a C-.

### **Course Schedule Detail**

#### *Module 1: Week of 1/11*

Topic: Introduction to Entrepreneurship

Reading Assignment: Chapter 1 in *The Entrepreneur's Guide to Business Law* and Chapters 1-2 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 1/18*

Topic: Options for Entrepreneurship (including non-profit organizations)

Reading Assignment: Chapters 3, 6-7 in *Entrepreneurship*

#### *Module 3: Week of 1/25*

Topic: Getting Started

Reading Assignment: Chapters 2-3 in *The Entrepreneur's Guide to Business Law* and pages 142-149 in *Entrepreneurship*

**Preliminary Company Idea Assignment - due Friday, January 29 at 5:00 p.m.**

#### *Module 4: Week of 2/1*

Topic: Organizational Structure

Reading Assignment: Chapter 4 in *The Entrepreneur's Guide to Business Law* and pages 234-243 in *Entrepreneurship*

#### *Module 5: Week of 2/8*

Topic: Ownership Issues

Reading Assignment: Chapters 5-6 in *The Entrepreneur's Guide to Business Law*

**Quiz #1 (covers Modules 1-4): Available from Friday, February 12 at 5:00 p.m. until Sunday, February 14 at 5:00 p.m.**

*Module 6: Week of 2/15*

Topic: New Product Development and Branding

Reading Assignment: Chapter 14 in *The Entrepreneur's Guide to Business Law* and Chapter 9 in *Entrepreneurship*

*Module 7: Week of 2/22*

Topic: Contracts and Sales

Reading Assignment: Chapters 9-10 in *The Entrepreneur's Guide to Business Law* and pages 150-194 and 249-251 in *Entrepreneurship*

*Module 8: Week of 2/29*

Topic: Human Resources

Reading Assignment: Chapter 8 in *The Entrepreneur's Guide to Business Law* and pages 195-233 in *Entrepreneurship*

**Quiz #2 (covers Modules 5-7): Available from Friday, March 4 at 5:00 p.m. until Sunday, March 6 at 5:00 p.m.**

*Module 9: Week of 3/7*

Topic: Writing a Business Plan (including financial statements)

Reading Assignment: Pages 208-233 and Appendix in *Entrepreneurship* and to be distributed

*Week of 3/14*

Enjoy your Spring break!

*Module 10: Week of 3/21*

Topic: Planning for Risks

Reading Assignment: Chapters 11-12 in *The Entrepreneur's Guide to Business Law* and pages 244-248 and 252-254 in *Entrepreneurship*

*Module 11: Week of 3/28*

Topic: Advanced Financial Issues

Reading Assignment: Chapters 7 and 13 in *The Entrepreneur's Guide to Business Law*

**Quiz #3 (covers Modules 8-10): Available from Friday, April 1 at 5:00 p.m. until Sunday, April 3 at 5:00 p.m.**

*Module 12: Week of 4/4*

Topic: Planning for Growth

Reading Assignment: Chapter 15 in *The Entrepreneur's Guide to Business Law* and Chapters 10-11 in *Entrepreneurship*

**Business Plan - due Friday, April 8 at 5:00 p.m.**

*Module 13: Week of 4/11*

Topic: Buying and Selling a Company

Reading Assignment: Chapter 16 in *The Entrepreneur's Guide to Business Law* and Chapter 4 in *Entrepreneurship*

*Module 14: Week of 4/18*

Topic: Going Public

Reading Assignment: Chapter 17 in *The Entrepreneur's Guide to Business Law*

**Quiz #4 (covers Modules 11-13): Available from Friday, April 22 at 5:00 p.m. until Sunday, April 24 at 5:00 p.m.**

*Module 15: Week of 4/25*

Topic: Remaining Issues and New Trends

Reading Assignment: To be distributed

*Week of 5/2*

**Self-Reflection on Entrepreneurship – due Monday, May 2 at 5:00 p.m.**



Welcome to the course!