

# INFO H559/INFO I459/NM N485 Media and Technology Entrepreneurship

Department of Human-Centered Computing  
Indiana University School of Informatics and Computing, IUPUI  
Spring 2022 – Version 3.0

Presented by Kim J. Brand, (Purdue, MET '75)

<https://www.linkedin.com/in/kjbrand/>

## *3 Credit Hours*

*No Campus Office Hours – if you want to meet-up send me an email and we'll arrange a time*

*Office:* 1<sup>st</sup> Maker Space, LLC, 9059 Technology Lane, Fishers, IN 46038

*Phone:* 317-714-1913 (voice & text; call if you can't reach me in a timely manner by email.)

*Email:* [kjbrand@iupui.edu](mailto:kjbrand@iupui.edu)

*Website:* [www.kimbrand.com](http://www.kimbrand.com) *Wiki:* [wiki.kimbrand.com](http://wiki.kimbrand.com)

*Prerequisites:* None.

## **Course Description**

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

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 you with an introduction to a variety of legal and business issues that should be considered when starting a new company, such as

- Developing an entrepreneur mindset, being a business leader, risk
- Selecting a business structure (sole proprietorship, partnership, corporation, etc.),
- Accounting, Cash Flow
- Fundraising, financing and borrowing money
- Writing a business plans, forecasting
- Understanding basic tax and other compliance issues: IRS/State tax returns, payroll, sales tax, property tax, etc.
- Sales and marketing, branding, PR, social media, networking
- Insurance: Property & Casualty, Errors and Omissions, Liability, Directors, Sexual Harassment, Data Breach, etc.
- Sharing control with co-founders, employees and business partners
- Exits, mergers, crashing and burning
- Basic contracts, including intellectual property considerations
- Working with professionals such as attorneys, accountants, bankers and insurance agents.

**No Textbook Required, however, previous presentations of this course have used . . .**

Bagley, Constance E., and Dauchy, Craig E. *The Entrepreneur's Guide to Law and Strategy*, 5th ed. Boston, MA: Cengage Learning, 2018. ISBN 9781285428499.

. . . which is still a very useful resource and referenced in the archived versions of this course available to current students. Google is your friend – maximize your curious by getting good at it.

### **Additional Readings**

The textbook will be supplemented with readings from business, law and technology books and articles, PowerPoint presentations and websites.

*If you are curious about this subject (and life in general) you will be reading all the time in the area of your interests – notably entrepreneurship related materials. Indulge yourself daily!*

**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,) developed a brand, value proposition, written an Executive Summary for your Business Plan with Cash Flow Forecast, prepared a Business Model Canvas for your proposed new company (which could be either a for-profit company or a non-profit organization) and developed a Pitch Deck.

I believe that a Pitch Deck has substantially replaced the utility of a Business Plan.

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.
- Assess his or her personal and situational characteristics to determine if entrepreneurship would be an appropriate career choice.
- Develop a plan for effective professional networking, both in-person and online.
- Prepare to present themselves in a professional manner for a number of different business situations.
- Produce a preliminary Business Plan for a new for-profit company or non-profit organization, with a cash flow forecast.
- Prepare a Business Model Canvas for a new for-profit company or non-profit organization.
- Be familiar with business structures (sole proprietorship, partnership, corporation, etc.) for a new company.
- Select a name for the new company and develop a brand, brochure and/or mock website.
- Articulate the sources for financing and credit for a new company.
- Learn how to prepare appropriate paperwork for starting a corporation in Indiana, such as articles of incorporation and bylaws.
- Become familiar with tax and compliance requirements for a new company.
- Consider sales, marketing and public relations plans for a new company.
- Become familiar with various types of insurance for a company.
- Be aware of business development resources for entrepreneurs.
- Be aware of microfinance and economic development resources as resources for entrepreneurs.
- Understand the basics of 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.
- Be aware of shareholder and corporate governance issues.
- Evaluate and select the appropriate support professionals for the new company, such as attorneys, accountants, bankers and insurance agents.

## Software Used

Any software and related materials will be provided by vendors at no charge to students or the school. YOU MUST USE MICROSOFT 365 FOR THIS COURSE AND BE ABLE TO PRODUCE PDFs.

## 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. 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.**

There is no final examination for this course. There are multiple opportunities for extra credit – stay tuned for announcements! 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.

### **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 2022 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.

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 online which means that we will be using the Canvas Learning Management System (LMS) and email to participate in "virtual discussions." Please visit the **Discussion Forums regularly. Not only is this 20% (400 points)** of your final course grade, but it will be a much more rewarding experience for everyone if we share our thoughts and expertise.

In Discussion posts I am looking for a few hundred words describing . . .

- What you learned
- What surprised you
- What (if anything) you disagreed with & why
- How the subject matter is relevant to you, your experience or plans – especially any personal experience you may have had with the matter at hand
- Interaction with other students

Points will be taken off if you don't answer all the questions posed in the Discussion Forum assignments or if your writing is littered with typos and misspellings. You will earn 'good karma' points by posting a thoughtful response to another student's response.

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 three hours.

IF there is some area of entrepreneurship that I don't cover that you are interested in – PLEASE ASK! I may not be the brightest bulb on the tree but I have a lot of *smart friends!*

### **Pacing**

The course is divided into weekly Modules. Each Module officially begins on Monday and ends on Sunday. Most assignments and quizzes are due on the following Monday. Once I have posted a Module, it will be available throughout the semester in case you want to review it.

Finally, if you have questions, please do not hesitate to email me: [kjbrand@iupui.edu](mailto:kjbrand@iupui.edu). Or call/txt me: 317-714-1913.

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 frequently to post what I hope is useful additional information about entrepreneurship.

You will never stop learning about entrepreneurship. I hope this course gives you a practical & interesting introduction.

## 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 the highly interactive content of the course. You will need to be able to listen to podcasts, view PowerPoint presentations and short videos, download and [possibly] print materials and search the Internet. **Please use Canvas to communicate with me.**

## Grading Information

There are 2000 points total in the course.

- Business Model Canvas – 300 points [corresponds to PULs 3, 1A and 1C]
- Business Plan Executive Summary w/Branding, Brochure and/or mock Website development - 300 points [corresponds to PULs 3, 1A and 1C]
- Business Plan Sales/Expense Forecast – 300 points [corresponds to PULs 3, 1A and 1C]
- Four Quizzes - 100 points each = 400 points [corresponds to PUL 3]
- Four Discussion Posts - 100 points each = 400 points [correspond to PULs 3, 1A and 1C]
- Business Plan Pitch Deck– 300 points [corresponds to PULs 3, 1A and 1C]

*It is important to interact with other students to get the maximum benefit from the course.*

Final grades are calculated by adding up all of the points you earn in the course and dividing by 2000 to produce a percentage. If you don't do an assignment you'll get 0 points.

PLEASE check your scores regularly to make sure you get the credit you deserve . . . I am not infallible! Also: if you disagree with a grade you have received send me a note and tell me why.

Grading Scale  
**2000** points available

Percentage ranges for each grade:

A+	100%	$\geq 97.0\%$
A	$< 97.0\%$	$\geq 93.0\%$
A-	$< 93.0\%$	$\geq 90.0\%$
B+	$< 90.0\%$	$\geq 87.0\%$
B	$< 87.0\%$	$\geq 83.0\%$
B-	$< 83.0\%$	$\geq 80.0\%$
C+	$< 80.0\%$	$\geq 77.0\%$
C	$< 77.0\%$	$\geq 73.0\%$
C-	$< 73.0\%$	$\geq 70.0\%$
D+	$< 70.0\%$	$\geq 67.0\%$
D	$< 67.0\%$	$\geq 63.0\%$
D-	$< 63.0\%$	$\geq 60.0\%$
F	$< 60.0\%$	

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 70%.

Good luck and stay in touch! I hope you get an A in this course! Let me help!

Kim Brand

### Revision History

Version 1.0 – January 2019, substantially adopted Dr. Sara Hook’s original work.

Version 2.0 – January 2020, substantial rewrite to reframe course without assigned textbook, changed total points to 2000, new content, assignments, quizzes and exercises.

Version 3.0 – January 2022, Multiple additions and reorganization of grading schedule.