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DIG 3097 Entrepreneurship in New Media
Spring 2026

Course Meetings: Online
Course Modality: Online Asynchronous

Course Description

This course is for anyone interested in launching a business, working for an entrepreneurial company, working as an innovator inside a larger firm, or working with entrepreneurial firms as an investor or advisor, all within the digital/new media sector. Technologies and verticals represented may include digital storytelling, virtual reality, educational tools, blockchain/cryptocurrency/ICO, game design, and animation.

The course is a broad overview of entrepreneurship, including identifying a winning business opportunity through customer discovery, gathering funding for and launching a business, growing the organization and harvesting the rewards. The development of a business plan related to an entrepreneurial opportunity in the new media space is a course objective.

Course elements include Lectures, Guest speakers, Topical Readings, Written Assignments, and a Team Project.

Course Prerequisites

This course has no formal prerequisites.

Course Objectives and/or Goals:

By the end of this course, students will be able to:

- Create a Business Model Canvas and write a reflection paper by using the template to demonstrate an understanding of fundamental tools used to make both individuals and organizations more creative and innovative;

- Create a Business Model Canvas and a Business Plan by using the template to interpret their respective ideas for new ventures and formulate a plan to make it successful;

- Articulate ideas and communicate them effectively by creating individual written assignments and team project by using the Assignment Guidelines;

- Develop a group presentation by using the Assignment Guidelines to demonstrate an understanding of the entrepreneurial mindset and culture.

COURSE STRUCTURE

The course consists of a Course Orientation module and 15 content modules. You have one week to work on each module. Each week, you will have to watch lectures and work on assignments.

Materials & Books

Required

- Steve Blank, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, K & S Ranch; 1 edition (March 1, 2012)

- https://canvanizer.com/ (Links to an external site.)

- The Nuts and Bolts of Great Business Plans, Dr. Michael Morris (2017 – 2018) - https://warrington.ufl.edu/entrepreneurship-and-innovation-center/wp-content/uploads/sites/113/2018/02/nuts-and-bolts-of-great-business-plans.pdf (Links to an external site.)

- https://steveblank.com/

Recommended

- Big Idea Gator Business Plan Competition - https://warrington.ufl.edu/entrepreneurship-andinnovation-center/student-engagement/big-idea/ (Links to an external site.)

- Business Plan Resource Center - https://warrington.ufl.edu/entrepreneurship-and-innovationcenter/business-plan-research-support/ (Links to an external site.)

- Techcrunch: https://techcrunch.com/ (Links to an external site.)

- Crunchbase: https://www.crunchbase.com/

Course Schedule

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

Week	Subject	Assignments Due
1	Orientation	Discussion: Introduce Yourself
2	Introduction to Entrepreneurship in New Media	Module 1 Quiz 3 Identified Problems
3	Startup is Not a Small Version of a Big Company	Module 2 Quiz Teams of 5
4	The Customer Development Manifesto	Module 3 Quiz
5	Introduction to Customer Discovery	Module 4 Quiz

		Team Project Proposal + Business Model Canvas I Group Self Review #1
6	Market Size Hypothesis, Value Proposition Hypothesis, Customer Segment Hypothesis, Channel Hypothesis	Module 5 Quiz 3 Peer reviews of Module Canvas I Submissions
7	Competitive Hypothesis, Customer Relationship Hypothesis	Module 6 Quiz
8	Key Resources Hypothesis, Partners Hypothesis, Revenue and Pricing Hypothesis, Completing the Hypothesis Development Process	Module 7 Quiz
9	Spring Break	Spring Break
10	Peer Review – Traffic Partners and Revenue Pricing	Module 8 Quiz
11	Peer Review – Business Canvas Model	Module 9 Quiz
12	Testing the Problem Hypothesis	Module 10 Quiz Business Model Canvas II Group Self Review #2
13	Testing the Product Solution	Module 11 Quiz Business Plan Rough Draft
14	Verify Business Model and Pivot or Proceed	Module 12 Quiz 3 Peer Reviews of a Business Plan
15	Look Into the Future: Introduction to Customer Validation	Module 13 Quiz Business Canvas Model III
16	Blockchain Simplified, Peer Review – Final Presentations	Module 14 Quiz Final Pitch Final Business Plan Submissions Reflection Report

Grading Criteria

Evaluation of Grades I	

Assignment / Assessment	Percentage
Individual Written Assignment	10%
Individual Quizzes	30%
Team Project	40%
Individual Participation and Attendance	20%
Total	100%
Evaluation of Grades II	
Individual Written Assignment	Points
Submission of 3 Problems	20
3 Peer reviews of Model Canvas I Submissions	50
3 Peer reviews of a Business Plan	50
Individual Quizzes	Points
Module 1 Quiz - Intro	14
Module 2 Quiz – Chapter 1	22
Module 3 Quiz – Chapter 2	40
Module 4 Quiz – Chapter 3	38
Module 5 Quiz – Chapter 4 Part 1	32
Module 6 Quiz – Chapter 4 Part 2	30
Module 7 Quiz – Chapter 4 Part 3	10
Module 8 Quiz – Chapter 4 Part 4	8
Module 10 Quiz – Chapter 5	38
Module 11 Quiz – Chapter 6	38
Module 12 Quiz – Chapter 7	22
Module 13 Quiz – Chapter 8	18
Module 14 Quiz – Blockchain Simplified	22
Team Project	Points
Business Model Canvas I	50
Business Model Canvas II	50
Business Model Canvas III	100
Business Plan Rough Draft	50
Business Plan Final	100

Final Pitch Document	100
Individual Participation and Attendance	**Points**
Group Self-Review #1	**50**
Group Self-Review #2	**50**
End of the Semester Reflection Report – Peer review of group teammates	100

Grading Scale

Letter Grade	% Equivalency
A	94 – 100%
A-	90 – 93%
B+	87 – 89%
B	84 – 86%
B-	80 – 83%
C+	77 – 79%
C	74 – 76%
C-	70 – 73%
D+	67 – 69%
D	64 – 66%
D-	60 – 63%
E, I, NG, S-U, WF	0 – 59%

More information on grades and grading policies is here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Materials, Supply, and Equipment Fees

Material and supply and equipment use fee information are available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for the UF Online section is $0.00. The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/)

Academic Policies and Resources:

Information about grading and attendance policies, support for students with disabilities, course evaluations, the Honor Code, and other campus resources can be found at https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

Attendance Policy, Class communicating Expectations, and Make-Up Policy

The UF Digital Worlds Institute is committed to the idea that regular student engagement is essential to successful scholastic achievement. No matter if the class is held in a traditional classroom, an online classroom, or a combination of the two, interaction with your peers and the instructor will empower you to greater achievement.

We value participation more than mere attendance. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded.

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

LATE WORK

Missions (assignments) submitted late will always be given partial credit, so turning in LATE work is always better than NOT turning in any Expedition or Mission assignments – which will always result in a zero for that Expedition or Mission.

MAKE-UP POLICY

All projects must be submitted on time. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence as outlined under UF attendance policy: https://catalog.ufl.edu/ugrad/1617/regulations/info/attendance.aspxLinks to an external site.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspxLinks to an external site.

Course Technology
The students will be required to have access to and use a personal computer with access to the Internet. Word editing software will be required for written assignments. The University of Florida and Digital Worlds require that students have access to and ongoing use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each DAS major's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met. https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/.

Course Communications
Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas E-Mail".

Creation of Original Content Ethics
For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity, and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subjects for fictional purposes may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right not to show or share any student work they feel is inappropriate for their classroom or for public exhibition, as there may be concerns about the impact of such work on the community. Please consult with the faculty when producing work that might be considered controversial, and err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

Course Technology Support
UF Computing Help Desk
For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computing Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

University Policies

Information about university-wide policies and resources can be found here: https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.