

## Class Details

Instructor: Derek Shewmon

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Wednesdays 6:00 PM to 8:50 PM

Zimmer 310, 315 College Dr. Cincinnati, OH 45219

### Course Prerequisites

None

### Brief Overview

This course covers emerging online technologies and their influence on the launch of entrepreneurial startups. Students will learn the fundamental skills needed to create or work for digital businesses, including: analyzing business models, marketing, selling and strategy. Students will receive first-hand accounts on the challenges that are faced when forming a sustainable technology business. Additionally, students will examine the next wave of revolutionary technologies and how they could impact business and society going forward.

### PACE

**Professionalism:** Students are trained and given opportunities to demonstrate communication skills such as discussion, information dissemination, and presentation, online and off. Further students will learn to manage their personal online portfolio to present themselves online in a professional manner.

**Academic Excellence:** Students engage in a rigorous applied curriculum and are tested on their developed knowledge and skills.

**Character:** Students work to develop their ethical standards by engaging with real world ethical dilemmas such as intellectual property ownership, the implications of crypto-currencies, and the ethics of data collection on the Internet.

**Engagement:** Students will engage with each other and the world through various online platforms. They will refine their online 'image' and engagement techniques to be able to deliver a more accurate, more positive online impression.

### Learning Objectives

- Create and evaluate business opportunities in the digital space.
- Gain experience in essential business skills such as selling, marketing, communicating and working in teams.
- Understand why businesses fail and how to avoid common pitfalls.
- Demonstrate familiarity with online technologies and platforms to assist with ideation, product/service evaluation, online sales/marketing, distribution, fundraising, and customer service.

## **Major Topics**

- Digital Concepts: Lean Startup, Disruptive Innovation, Innovator's Dilemma, Blue Ocean Strategy
- Business Models: Identification and evaluation
- Marketing Digital Technologies
- Selling Digital Technologies
- Understanding Start-Up Life
- Emerging Technologies: Overview and Long-Term Business and Societal Impact
- Turning Ideas Into Action
- Analyzing Start-Up Failures: Reasons and Lessons
- Intrapreneurship

## **Academic Integrity**

As with all Lindner College of Business efforts, this course will uphold the highest ethical standards, critical to building character. Ensuing your integrity is vital and your responsibility. LCB instructors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college. For further information on Academic Misconduct or related university policies and procedures, please see the UC Code of Conduct ([http://www.uc.edu/conduct/Code\\_of\\_Conduct.html](http://www.uc.edu/conduct/Code_of_Conduct.html)).

## **Inclement Weather**

We will follow the University's Inclement Weather Policy. Listen to your radio for official University announcements. If the University is open, we will have class. Should a class be cancelled due to weather, we will reschedule it as necessary.

## **Special Needs**

If you have special needs related to your participation in this course, including identified visual impairment, hearing impairment, physical impairment, communication disorder, and/or specific learning disability that may influence your performance in this course, you should meet with your instructor to arrange for reasonable provisions to ensure an equitable opportunity to meet all of the requirements of this course. At the discretion of the instructor, some accommodations may require prior approval by Disability Services.

## **Counseling Services, Clifton Campus**

Students have access to counseling and mental health care through the University Health Services (UHS), which can provide both psychotherapy and psychiatric services. In addition, Counseling and Psychological Services (CAPS) can provide professional counseling upon request; students may receive five free counseling sessions through CAPS without insurance. Students are encouraged to seek assistance for anxiety, depression, trauma/assault, adjustment to college life, interpersonal/relational difficulty, sexuality, family conflict, grief and loss, disordered eating and body image, alcohol and substance abuse, anger management, identity development and issues related to diversity, concerns associated with sexual orientation and spirituality concerns, as well as any other issue of concerns. After hours, students may call UHS at 513-556-2564 or CAPS Cares at 513-556-0648. For urgent physician consultation after-hours students may call 513-584-7777.

## Title IX

Title IX is a federal civil rights law that prohibits discrimination on the basis of your actual or perceived sex, gender, gender identity, gender expression, or sexual orientation. Title IX also covers sexual violence, dating or domestic violence, and stalking. If you disclose a Title IX issue to me, I am required forward that information to the Title IX Office. They will follow up with you about how the University can take steps to address the impact on you and the community and make you aware of your rights and resources. Their priority is to make sure you are safe and successful here. You are not required to talk with the Title IX Office. If you would like to make a report of sex or gender-based discrimination, harassment or violence, or if you would like to know more about your rights and resources on campus, you can consult the website [www.uc.edu/titleix](http://www.uc.edu/titleix) or contact the office at 556-3349.

## Attendance

Attendance is mandatory. Only university sanctioned absences will be excused. Job interviews are not university-sanctioned reasons for absence.

## Class Participation

You must be present in order to participate, and you are expected to prepare in advance for every class. Being prepared means actively listening, being open-minded and engaging in class. Our class will only be as successful as the strength of the class discussions. All students are expected to participate, listen, question and share their perspectives during class.

## Course Schedule

Week	Date	Main Topic	Assignments	Assignments
1	January 10, 2017	Intro, Syllabus, Group Activities		
2	January 17, 2017	Digital Concepts		
3	January 24, 2017	Business Models	Weekly Blog Post	
4	January 31, 2017	What Makes A Good Idea?	Weekly Blog Post	In-Class Quiz: Business Models
5	February 7, 2017	Turning Ideas Into Reality	Weekly Blog Post	
6	February 14, 2017	Start-Up Life: GUEST LECTURE	Weekly Blog Post	
7	February 21, 2017	Emerging Technologies	Weekly Blog Post	
8	February 28, 2017	Emerging Technologies: Part Deux	Weekly Blog Post	
9	March 7, 2017	Digital Marketing: GUEST LECTURE	Weekly Blog Post	
	<b>March 14, 2017</b>	<b>SPRING BREAK-NO CLASS</b>		
10	March 21, 2017	Digital Selling: GUEST LECTURE	Weekly Blog Post	
11	March 28, 2017	Why Start-Ups Fail	Weekly Blog Post	Emerging Technologies: Deliverable
12	April 4, 2017	Intrapreneurship	Weekly Blog Post	
13	April 11, 2017	Customer Service	Weekly Blog Post	
14	April 18, 2017	Final Group Presentations		

## Grading

Participation	10
In-Class Quiz: Business Models	20
Emerging Technologies Deliverable	20
Team Project + Final Presentation	50
Total	100

## **Assignments**

Late assignments will not be accepted and will receive a grade of 0. No makeup assignments will be provided. Unexcused missed quizzes or presentations will be given a grade of 0

## **Participation**

You will be awarded a maximum of 10 pts for participation throughout this semester. Criteria that I will utilize to measure class participation, include: attendance in class, participation in class, participation during Blackboard discussions and contributions to thoughtful discussions.

## **In-Class Quiz: Business Model (During Week 4 Class)**

You will be given an overview of a real business that has failed. You will have thirty (30) minutes to provide a detailed overview of the five (5) main business model components for this business and your opinion of why the business failed.

## **Emerging Technology Deliverable (Due 5pm Prior to Week 11 Class)**

You are required to pick an emerging technology that was discussed in class and provide a detailed overview of why this technology will revolutionize society and business.

This assignment will be delivered in a PowerPoint or Google Slides format and will take the form of an investor pitch to convince me that your technology has the greatest potential. Key questions that the presentation should answer, include: overview of the technology, the business or societal problems that it solves, the opportunity that it brings, the value proposition for consumers/businesses, key industries that will be impacted by the technology (good and/or bad), specific examples of companies that might be disrupted by this technology, the potential applications, potential business models that could incorporate this technology and key factors that are needed to make this technology mainstream.

Your deliverable will be a maximum of 10 slides. The slides should incorporate best investor pitch practices (30 pt font, limited text and heavy visuals). You must use the notes section of each slide to provide supporting information for each slide.

Final grade will be composed of the depth of your analysis, thoughtfulness in your reasoning and visual appearance of slides [clean, limited words and visuals (pictures, graphs, videos)]

## **Team Project + Final Deliverable**

A maximum of 50 points will be based on the quality of your team project and final presentation. Students will form groups of 2 (or 3 if applicable) during the 1<sup>st</sup> class of the semester.

**Objective:** Create a sustainable online business selling a product or service.

## **Requirements:**

- You must sell something.
- You must create a web platform or blog.
  - Free platforms: Wordpress, Tumblr, Blogger, Medium
- You must document your findings with weekly blog posts (minimum of 300 words each post; pictures and images are encouraged).

- Your team must present your final results during the last class.

**Deliverables (Due 5pm Prior to Week X Class):**

\*Submitted assignments are published on your blog. Minimum of 200 words for each post.

1. **Week 3 Blog Post:**
  - a. Name of your business, overview of what you are selling, why you are selling this product/service and value proposition.
2. **Week 4 Blog Post:**
  - a. What differentiates your product or service offering?
3. **Week 5 Blog Post:**
  - a. Overview of your business model. A breakdown of the key components.
4. **Week 6 Blog Post:**
  - a. What is the profile of your customer? How have (or will) you attempt you secure a client?
5. **Week 7 Blog Post:**
  - a. What marketing tactics have (or will) you incorporate to grow your product or service?
6. **Week 8 Blog Post:**
  - a. General Progress Update: What has been working well or not working well?
7. **Week 9 Blog Post:**
  - a. What has been the biggest challenge and success to date with this project?
8. **Week 10 Blog Post:**
  - a. Provide an overview of your customer service policies? If you could write an ideal customer experience, what would it be?
9. **Week 11 Blog Post:**
  - a. If you had \$50,000 for your business, how would you use the funds to grow your business?
10. **Week 12 Blog Post:**
  - a. If you could start this project over again, what would you do differently?
11. **Week 13 Blog Post:**
  - a. What have you learned from this project?

**Final Presentation:** Maximum of 10 minutes. The final presentation will be a complete summary of your experiences and results of your business. All members of the team must speak and there will be a Q&A session. Topics that should be included in the final presentation, include: overview of business, sales results, marketing tactics, business model, technologies incorporated, reasons why you were successful/failed and lessons learned.

Your final presentation will be a maximum of 10 slides. The slides should incorporate best investor pitch practices (30 pt font, limited text and heavy visuals). You may add appendix slides if you'd like to go into more depth on a topic or provide supporting information.

**Grading Criteria:**

1. Completed weekly blog assignments.
2. Sold something.

3. Your performance in relation to your peers.
4. Final Presentation
  - a. Quality of your deck.
  - b. Quality of your presentation