

Communication, Coding & Entrepreneurship

Winter 2018

Updated: December 20, 2017

Course Description

Students from the College of Computing & Digital Media and the College of Communication will use communication theory to solve problems by implementing web-based solutions using an entrepreneurial framework. Students will learn how communication theory and web design can complement each other to create value using a lean startup approach.

The first five weeks of class will focus on introducing students to 1) the process of entrepreneurship using a lean startup framework, 2) using theories of communication to problem solve, 3) introduce students to ways that technology can be used to implement solutions, and 4) discuss the benefits of (and strategies for) working in diverse teams. A variety of in-class activities, lectures and assignments will be created to engage students in ways that achieve the learning objectives of the course.

Students will also be assigned to teams where they will be required to develop a minimal viable product that reflects their combined knowledge of communication and web development in a way that creates value for a specific customer segment. The second half of the course will be run in a lecture/discussion/workshop format, which will focus on addressing reoccurring issues and the completion of the course project.

Logistics

Day and Time: Tuesday 5:45 – 9:00

Location: 14EAS 404

Course Website: <https://d2l.depaul.edu>

Drop dates: <https://offices.depaul.edu/oaa/academic-calendar/Pages/Full-Year-2017-2018.aspx>

Instructor Information

Name: Tim Cole, PhD

Theresa A. Steinbach, PhD

Office Hours / Tuesday 1:30 – 3:30

Tuesday 3:00 – 4:30

Office Location: Byrne Hall 459

CDM 902

Email: tcole@depaul.edu

tsteinba@depaul.edu

Phone: 312.362.7706

312.362.5064

Learning Objectives

Undergraduate students will be able to:

- Analyze situations in light of theories of communication
- Create web-based solutions to real world problems
- Value collaboration with people who think differently

- Practice using a lean startup approach to problem solving
- Develop an entrepreneurial mindset

Graduate students will be able to:

- Analyze situations in light of theories of communication
- Create web-based solutions to real world problems
- Value collaboration with people who think differently
- Practice using a lean startup approach to problem solving
- Develop an entrepreneurial mindset
- Assess a business plan

Required Text

- Ries, Eric (2011). *The Lean Startup*. ISBN 978-0-307-88789-4 eISBN:978-0-307-88791-7

Assignments and Grading:

1. Participation [10 percent of the course grade]

Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-fourth after any absence. Students who miss class due to illness or other significant personal circumstance are required to complete the Absence Notification Process through the Dean of Students Office (Student Center #307 & DePaul Center #11001) in order to have their absence excused. Three absences for any reason, whether excused or not, may constitute failure for the course. Participation points are also earned each class by being an active participant in class activities both online and face-to-face. You are also required to complete your D2L profile which is worth one-fourth of the overall grade for participation.

2. 321 Assignments [10 percent of the course grade]

- a. Each reading has an assignment. After you do the reading, you are asked to submit a short document (called a 321) that consists of:
 - Your name
 - Three (3) key concepts in the reading and your rationale for choosing
 - Two (2) questions you have about the reading for clarification in class
 - One (1) question a) you would like to ask the author to extend your understanding about the subject beyond what the reading covered or b) that challenges the concepts or assumptions in the reading.
- b. These are due Monday mornings @ 8:00am and should be uploaded in the appropriate D2L Dropbox. 321's will not be accepted late.
- c. 321's will be graded very simply: zero (0) points or six (6) points required.

3. Written Deliverables – Business Model Canvas [40 percent of your course grade]

See the course schedule for due dates.

- Key Partners (10 pts)
- Key Activities (40 pts)

- Key Resources (30 pts)
- Value Propositions (40 pts)
- Customer Relationships (40 pts)
- Customer Segments (30 pts)
- Channels (30 pts)
- Cost Structure (20 pts)
- Revenue Streams (20 pts)

4. Minimal Viable Product [30 percent of the course grade]

5. Pitch [10 percent of the course grade]

Grading Scale

A	95-100	C	73-76
A-	90-94	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	0-59

Instructor Policies

Emails will be answered within 24 hours Monday through Friday. Emails sent on the weekend will be answered on Monday morning at the latest.

Changes to Syllabus

This syllabus is subject to change as necessary during the quarter. If that occurs, reasons for the change and options available to students will be thoroughly addressed on the course D2L site. Changes are not made lightly as this syllabus is considered a contract between instructor and student.

Incomplete and FX Grades:

Grades of Incomplete are given only in cases of medical emergency or other highly unusual emergency situations. Please note that University guidelines require that you must be earning a passing grade at the time you request an incomplete grade. You should have completed most of the course, with at most one or two major forms of evaluation missing. Incompletes revert to an F if they are not resolved within one quarter. DePaul CDM policy also is that all incompletes must be requested by the student using an online form. See CDM grading policies at <http://www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx>

Online Course Evaluations

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to

continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in [CampusConnect](#).

Academic Integrity and Plagiarism

University policies on academic integrity will be strictly adhered to. Violations of academic integrity, including (but not limited to): cheating; plagiarism; fabrication of data; and complicity, are not tolerated. It is expected and understood you are familiar with DePaul's Academic Integrity Policy, at: <http://academicintegrity.depaul.edu/AcademicIntegrityPolicy.pdf>, which defines the terms used above and provides a complete statement about the rules. Consult the Academic Integrity website for further guidance: <http://academicintegrity.depaul.edu/>

Academic Policies

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the [University Academic Calendar](#). Information on enrollment, withdrawal, grading and incompletes can be found at <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>.

Students with Disabilities

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at:

Student Center, LPC, Suite #370

Phone number: (773)325.1677 Fax: (773)325.3720 TTY: (773)325.7296

Tentative Schedule

Date	Topics	Assignments
January 2	Overview of the course/Icebreaker/D2L profile Introduction to Entrepreneurship Brainstorming/Creativity Exercise	
January 9	The Lean Startup - Vision Business Model Canvas - Value Propositions Form Teams – choose MVP	321 Assignment – Chapter 1 D2L Profile
January 16	The Lean Startup – Steer Business Model Canvas – Customer Relationships/ Customer Segments Build-Measure-Learn feedback loop	321 Assignment Chapter 2 Value Proposition
January 23	The Lean Startup - Accelerate Business Model Canvas – Key Activities/Channels	321 Assignment Chapter 3 Customer Relationships/Customer Segments
January 30	Business Model Canvas – Key Resources/Key Partners	Key Activities/Channels
February 6	Business Model Canvas – Revenue Streams	Key Resources/Key Partners
February 13	Business Model Canvas – Cost Structure	Revenue Streams
February 20	Working Session	Cost Structure
February 27	Preparing an elevator pitch How to do an investor pitch Working Session	Practice Elevator Pitch
March 6	Working Session	Practice Investor Pitch
March 13	Pitch Night	Business Model Canvas Pitch (Presentation) Minimum Viable Product