

NEW CLASS FOR SPRING SEMESTER 2006

**JOUR 490/JOUR 691 -- 004:  
SPECIAL TOPICS: NEW JOURNALISM ENTREPRENEURSHIP**

Tentative Syllabus

**E- Entrepreneurship and journalism: A Workshop for New Media Startups**

**Units:** 3

**Location and time:** Reynolds School of Journalism, room 105, Wed. 5:30-8:15 PM.

**Instructors:** Edward Lenert, Dept. of Journalism, Mary Jurkonis, Reno/Tahoe.com

**Description:** This course will introduce you to the major principles, concepts and tools of entrepreneurship. The focus is twofold: First, this class will help you recognize the business opportunities created by emerging media technologies and the diffusion of the Internet. Second, this class will help you rigorously conceptualize your business idea and realize your potential as an entrepreneur. The course will be conducted as a combination of lectures, workshops and laboratory that explores issues and problems typically faced by entrepreneurs as they convert their ideas for new ventures into successful companies. Through a process of developing your own idea and exposure to other student's ventures, you will gain a detailed understanding of the knowledge, skills and problem solving abilities that are typically required of entrepreneurs starting a new media venture.

Classes will be supplemented by guest lectures or videoconferences with new media entrepreneurs. Students will work in teams and team members will be expected to develop and deliver various presentations to the class on selected aspects of their business idea. An important element of the class is the option to participate in the 2007 Reynolds Governor's Cup competition, sponsored by Nevada's Center for Entrepreneurship and Technology. More details about the contest are at the end of this syllabus.

**Class requirements:**

1. Weekly assignments that help develop a plan for your company during the semester.
2. Company documents including Business Plan, Executive Summary, PowerPoint pitch, and Elevator pitch.
3. Name of outside business advisor (must be chosen and in place by mid-semester).
4. Presentations to the class on assigned topics.
5. Final examination

Students are required to attend all classes and come prepared to present on that classes topic. Each class member is expected to contribute actively in the discussions and presentation critiques.

**Evaluation and Grading:** Grades will depend on the student's mastery of the textbooks and lectures, progress in developing his or her team project, level of participation of presentations in class, and the quality of their peer-to peer advising/consulting for other student's projects.

## SPECIAL TOPICS: NEW JOURNALISM ENTREPRENEURSHIP

Weekly class participation: 25%

Business plan and related documents, including presentations: 50%  
(More detail about the business plan and related documents will be distributed at the start of class.)

Final examination: 25%

### Required texts:

Guy Kawasaki (2004). *The Art Of The Start: The Time-Tested, Battle-Hardened Guide For Anyone Starting Anything*. (Portfolio Press.)

Rhonda Abrams (2004). *Six-week Start Up*. (Planning Shop publishers)

### Recommended texts:

Stephen Fishman (2006). *Working for Yourself: Law & Taxes for Independent Contractors, Freelancers & Consultants* (Nolo Press, 6th ed.)

## Tentative Class Schedule

Any changes to the assigned readings will be announced in class.

**Please read both books, *Art of the Start* and *Six-Week Start Up*, prior to class. We will go over specific chapters as indicated below.**

### 1. January 24

Topic: Introduction to entrepreneurship. Old media economics: Strategic change in the media industries including creative destruction and new opportunities.

Readings due: Kawasaki, Introduction, ch. 1, and ch. 4

Assignment due: A one-page description of your business idea.

### 2. January 31

Topic: Invention, product definition and commercialization. New venture creation: Understanding the challenges and business models of media entrepreneurship. What are the opportunities created by open source and social media, Internet, databases and web technologies?

Readings due: Abrams, ch. 1

Assignment due: *(The items before refer to specific worksheets in Abrams' book. Please photocopy each worksheet, fill it out, and turn it in at the start of class. Be sure to keep a copy for yourself.)*

- My personal goals: The Four C's (p. 6)
- My business values (p. 10)

## **SPECIAL TOPICS: NEW JOURNALISM ENTREPRENEURSHIP**

- My role models (p. 11)
- My bright idea (p. 13)
- My business concept (p. 14)
- Basic business description (p. 16)

### **3. February 7**

Topic: Markets and customers

Readings: Kawasaki ch. 2; Abrams ch 2.

Assignment:

- Business name comparison chart (p. 27)
- Creating my identity (p. 38).
- My research questions (p. 52)
- Who are my customers (p. 57)
- My customer profile (p. 58)
- Size of my market (p. 61)
- My competitors (p. 65)
- Competitor's price comparison chart (p. 66)

### **4. February 14**

Topic: Operations, management and the entrepreneurial team.

Readings: Kawasaki ch. 5, ch. 6, ch. 8; Abrams, ch. 3

Assignment due:

#### **Reynolds Governor's Cup Intent to Compete Form Due**

- Potential strategic partners (p. 71)
- Organizations to join (p. 75)
- Business licenses and permits (p. 92)
- Vital statistics (p. 94)
- My support system (p. 104)
- Who do I need on my team (p. 107)
- My leadership skills (p. 122)

## **SPECIAL TOPICS: NEW JOURNALISM ENTREPRENEURSHIP**

### **5. February 21**

Topic: Capital and financing. Exploration of various funding sources: Deal structuring, pricing, valuation.

Readings: Kawasaki ch. 7; Abrams ch. 5

Assignments:

- Discussing partnership terms (p. 20)
- What are my existing assets? (p. 198)
- Sales projections (p. 214)
- Marketing budget (p. 215)
- Profit and loss projection (p. 216)
- Cash flow projection (p. 217)
- My tax deadlines (p. 220)

### **6. February 28**

Topics: Business communications and presentations. Introduction to deal making and negotiations.

Readings: Kawasaki ch. 3, ch 10

Assignment: **Consultation and development of business idea into a business plan, part 1**

- My elevator pitch (p. 236)
- My sales pitch (p. 260)

### **7. March 7**

Assignment: **Consultation and development of business idea into a business plan, part 2**

### **8. March 14**

Assignment:

**Reynolds Governor's Cup Business Plan Submittal Form Due, for participating at 3:00 PM.**

**Business plan due for students not participating in Reynolds Governor's Cup, 5:30 PM**

**--- March 21 (no class, spring break) ---**

**SPECIAL TOPICS: NEW JOURNALISM ENTREPRENEURSHIP**

**9. March 28**

Topic: Know Your ABC's --Alternatives Beyond the Corporation: Lifestyle entrepreneurship, social entrepreneurship, independent consulting.

Reading: Kawasaki, ch. 9

Assignment: Develop your business plan and presentation, 1

**10. April 4**

Topic: Know your 1-2-3's: Legal, accounting and taxation issues. Marketing strategies and tactics, part 1

Assignment: Develop your business plan and presentation, 2

**11. April 11**

Marketing strategies and tactics, part 2

Assignment: Develop your business plan and presentation, 3

**12. April 18**

**Assignment: In class presentations of final business plan, group 1**

*Reynolds Governor's Cup Finalist's Presentations Due*

**13. April 25**

**Assignment: In class presentations of final business plan, group 2**

*April 26, 2007 Graduate and undergraduate finalists give oral presentation at the Siena Resort in Reno Nevada. Winners announced at gala.*

**14. May 2 (last class day)**

Summary and review for final examination

**May 16 Final examination**

*Exact time and place, TBA.*

## **ADDENDUM**

All students enrolled in Journalism 490/691 are encouraged to participate in the Governor's Cup competition. A description of the competition is below.

### **Overview of the Donald W. Reynolds Governor's Cup**

With one of the largest cash awards pool in America, the Governor's Cup is designed to encourage students of Nevada universities and colleges to act upon their ideas and talents in order to produce tomorrow's businesses. Student teams and their faculty advisors will compete in undergraduate and graduate divisions for cash prizes of nearly \$100,000. Students involved in the competition gain access to networks of successful entrepreneurs, lenders and investors, team-building opportunities, business planning skills, and media exposure.

One of the goals of the competition is to encourage the development and commercialization of ideas and technologies being discovered in our universities. Multi-disciplinary teams that combine members from technical disciplines with members from the Colleges of Business are encouraged. Multi-disciplinary teams bring together the pieces necessary for bridging the gap between technology and the marketplace.

Great effort has been taken to ensure that this competition will be a quality event that provides the best possible experience for those who participate. With \$20,000, \$10,000, \$5,000 going to the first, second and third place winners respectively in the graduate and undergraduate competition, this prize pool is higher than most national level awards. In addition, we offer cash awards to the semi-finalist and finalist teams and their faculty advisors.

### **Summary of the Reynolds Governor's Cup Rules**

(See <http://nevada.dwrgovernorscup.org/rules.aspx> for complete rules).

The business plan must be for a seed, start-up or early stage venture and must address the entire business concept (including implementation). At least one team member must have a key role in the company's management team.

Plans are limited to 30 pages of typed text, which includes the Executive Summary and excludes appendices (see item 15 below). Cover sheets are not counted in total number of pages.

Summary financial data should include a cash flow statement, income statement, balance sheet, and funds required/used. Include an explanation of the offering to investors indicating how much money is needed, the expected ROI, and the proposed structure of the deal, i.e. stock, debentures, etc. Also, delineate the possible exit strategies.

For ease in handling, plans are required to be professionally bound (i.e. velo, spiral, tape, etc.). No 3-ring binders will be accepted.

The Official Business Plan Submittal Form must accompany all entries.

An electronic copy of the business plan, along with an Official Business Plan Submittal Form, must be submitted online to Nevada's Center for Entrepreneurship and Technology at [nevada.dwrgovernorscup.org](http://nevada.dwrgovernorscup.org) by 3:00 p.m. on Wednesday, March 14, 2007.

## **SPECIAL TOPICS: NEW JOURNALISM ENTREPRENEURSHIP**

Plans will undergo an independent review from March 14 through March 28, after which the six Undergraduate Finalist teams and six Graduate Finalist teams will be chosen. An announcement of the finalists will be on April 3rd. Finalist Teams and Faculty Advisors will be notified by email with judge's scores and comments.

Undergraduate Finalists will be required to submit an additional twelve (6) copies of the business plan and CD with PowerPoint presentation by 3:00 PM Wednesday, April 18, 2007.

Graduate Finalists will be required to submit an additional twelve (6) copies of the business plan and CD with PowerPoint presentation by 3:00 PM Wednesday, April 18, 2007.

### Timeline for the Reynolds Governor's Cup Contest

- \* February 14, 2007 Intent to Compete Form Due
- \* March 14, 2007 BP Submittal Form Due
- \* March 14 - 28, 2007 Plans undergo Independent Review process. See Judging for more information.
- \* April 3, 2007 Undergraduate finalist and graduate finalists will be posted on [www.cetnv.com](http://www.cetnv.com). An email will be sent to the winning faculty advisors and team leaders.
- \* April 18, 2007 Finalist's Presentations Due
- \* April 26, 2007 Graduate and undergraduate finalists give oral presentation at the Siena Resort in Reno Nevada. Winners announced at gala.
- \* April 26, 2007 Donald W. Reynolds Governors Cup Award Gala.

### CONTACT INFORMATION

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