

The Biz and Entrepreneurial Journalism

JOU 6936 – Spring 2013

Instructor: Matt Sheehan, *Director of the 21st Century News Lab and Lecturer*
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Course Description

This master's level course will provide hands-on experience in developing entrepreneurial business ideas and introduction to business fundamentals. The course will synthesize traditional graduate-level business courses and provide a framework to apply those skills in a journalistic endeavor. We will examine core principles in strategy, finance and business planning through direct application. The course will include journalism and media case examination and classic business education readings. Students will apply the skills and concepts explored during this course in a final project, presenting a written and oral pitch for a journalistic enterprise.

Class Meetings:

Wednesday, Periods 3-5 (9:35 a.m. to 12:35 p.m.)
Weimer 3215 – AHA! Innovation CoLab

Course Objectives:

- Students gain hands-on experience in developing and assessing entrepreneurial business ideas.
- Students will be exposed to basic principles of strategy, finance and marketing
- Students will learn to combine basic business principles in a journalistic environment
- Students will understand key components in developing a business plan, including value statements, revenue, projections and need statements
- Students will refine and explore skills in oral and written presentation

Course text and readings:

Innovator's Dilemma – Clayton Christensen, HarperBusiness; reprint edition (ISBN 9780062060242)

Social Media is Bullshit – B.J. Mendelson, St. Martin's Press (ISBN 1250002958)

Inspired: How to Create Products Customers Love – Marty Cagan, SVPG Press (ISBN 9780981690407)

Orbiting the Giant Hairball – Gordon McKenzie, Viking Adult (ISBN 9780670879830)

MMC 6936 Course Pack – <https://cb.hbsp.harvard.edu/cbmp/access/16825537>

Materials from Columbia Case Consortium - <https://casestudies.jrn.columbia.edu/collection>

Course Schedule:

Week 1: Jan. 9

Course Introduction

Readings:

Post-Industrial Journalism (towcenter.org/research/post-industrial-journalism/)

The Five Competitive Forces That Shape Strategy [HBR Packet]

Begin reading *The Innovator’s Dilemma*

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Week 2: Jan 16

Value Propositions

Market Analysis

Readings:

Analyzing a Case [HBR Packet]

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Week 3: Jan 23

Strategy

Readings:

The Newspaper Industry in Crisis [HBR Packet]

Why Business Models Matter [HBR Packet]

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Week 4; Jan. 30

Elements of a Business Model

Financial Modeling

Readings:

Politico Parts A & B [Columbia]

How to Write a Great Business Plan [HBR Packet]

Note on Business Model Analysis [HBR Packet]

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Week 5: Feb. 6 -- NO CLASS

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Week 6: Feb. 13

:: DUE – INNOVATOR’S DILEMMA ANALYSIS

Effective Presentations

Week 12: March 27

:: DUE – BUSINESS PLAN DRAFTS
Intrapreneurship

Readings:

Charting a Course for Change: Transforming the Albany Times Union in a Wired World
[Columbia]
Northlands Ledger (Part A) [HBR]
Chapters 29-30 – *Inspired*

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Week 13: April 3

:: DUE – PITCH DRAFTS
Pitch Lab

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Week 14: April 10

:: DUE – PITCH DRESS REHEARSAL
Pitch Lab

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Week 15: April 17

Business Pitch Presentations

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Week 16: April 24

Course Wrap

Grading

Students will submit multiple deliverables throughout the sixteen weeks. The course culminates in a juried business pitch presentation on Wednesday, April 17.

- Innovator’s Dilemma paper:** 10 percent
- Class Participation:** 10 percent
- Case Evaluations (3 group presentations):** 30 percent
- Pitch Document Drafts:** 15 percent
- Business Pitch Presentation and Written Proposal:** 35 percent

A paper analyzing the classic book, the *Innovator’s Dilemma*, and comparing/contrasting to journalism and the journalism industry will be due Feb. 13 and will be worth 10 percent of your grade.

Each member of the class will be expected to read the weekly cases, but discussion of those cases will be lead by a group of students using the business frameworks presented in the course. Each student will be responsible for participating in a team THREE times (with different teams). A signup sheet will be available in the second class.

If I find that you are not reading the cases, or other readings, additional independent, written analyses will be assigned for each case.

Your final portfolio evaluation will take into account the use of multiple media, innovative coverage, self-direction in addition to the quality of content produced.

An A indicates superior performance; B, highly competent, above-average work; C, average; D, below average; E, unsatisfactory. Final grades are calculated following the scale of 100-90, A; 89-80, B; etc.

CAUTION: This is a professional course. You must not only do the work, but you must demonstrate that you can do the work acceptably within a limited time. Missed deadlines result in automatic failure of the assignment/project. Errors in proper nouns or facts result in automatic failure of the assignment/project.

Do your own research, reporting and writing. Plagiarism—including using material from scholarly and popular press articles, texts, news releases and information gathered from the Internet without attribution—will result in serious and harsh consequences. Should that be discovered, you will fail the course and be recommended for expulsion from the University. You can find the college's official ethical standards at <http://www.jou.ufl.edu/academic/jou/honesty/demic/jou/honesty/>. If you have even the smallest doubt or are confused about this or anything else in the course, PLEASE ASK.

Lectures and materials in this class are the property of the University/faculty member. Lectures may not be taped without permission from the lecturer and may not be used for any commercial purpose. Students found in violation may be subject to discipline under the University's Student Conduct Code.

The **University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." (*In this course, everything you complete has an implied acceptance of the honor code. Continued enrollment in this course is implied consent to the honor code.*)

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students requesting classroom accommodation must register with the Dean of Students Office. The Dean will provide documentation to the student who must provide documentation to the instructor when requesting accommodation.