

MCOM 6340. Digital Entrepreneurship. 3 Hours.

This course examines how new media tools are used to create commercial opportunities and assist in the dissemination of information in both digital and traditional media outlets. Students will explore and apply entrepreneurial principles to create new media business ventures.

Prerequisite: Admission to graduate program.

There are no formal pre-requisites for this course, however, to be successful in this class, you must be excited and inspired to learn about new technologies. This is a hands-on course and you will be expected to experiment with new apps, software products, digital news services, etc. This course will feature high-profiled CEOs, founders, and technology experts from leading tech companies and you will be responsible for researching these individuals/companies to help prepare you for the weekly Assignments.

1. Describe a new digital media business venture.
2. Conduct a SWOT analysis for the business.
3. Develop a business plan for the company.
4. Identify sources of funding for the business.
5. Design a social media and marketing plan for the business.
6. Deliver a formal proposal presentation for the business using Voice Thread.
7. Present the final business plan including all elements designed in the course using Voice Thread.

Module	Resources	Assignments	Where to Post	Due Date
Week 1	Read Chapter 1 Video: http://action.babson.edu/#savitha	Post a summary of chapter 1 to the BB Journal (500 words maximum). APA Format required.	BB Journal	Sunday by 10pm
Week 2	Read Chapter 2 Video: http://action.babson.edu/#perlman	Describe your new digital media business venture in detail (1,000 words minimum). APA Format with at least 3 references.	File Exchange	Sunday by 10pm
Week 3	Read Chapter 3 Video: http://action.babson.edu/#alisha	Post a summary of chapter 3 to the BB Journal (500 words maximum). APA Format required.	BB Journal	Sunday by 10pm

Week 4	Read Chapter 4 Video: http://action.babson.edu/#zamora	Conduct a S.W.O.T. analysis for your business (1,000 words minimum). APA Format with at least 3 references. Review the URL below: http://www.quickmba.com/strategy/swot/	File Exchange	Sunday by 10pm
Week 5	Read Chapter 5 Video: http://action.babson.edu/#aaron	Post a summary of chapter 5 to the BB Journal (500 words maximum). APA Format required.	BB Journal	Sunday by 10pm
Week 6	Read Chapter 6 Video: http://action.babson.edu/#kelly	Develop a business plan for your company (1,000 words minimum). APA Format with at least 3 references. Review the URL below: https://www.sba.gov/starting-business/write-your-business-plan	File Exchange	Sunday by 10pm
Week 7	Read Chapter 7 Video: http://action.babson.edu/#michael	Post a summary of chapter 7 to the BB Journal (500 words maximum). APA Format required.	BB Journal	Sunday by 10pm
Week 8	Read Chapter 8 Video: http://action.babson.edu/#michael	Identify sources of funding for your business (1,000 words minimum). APA Format with at least 3 references. Review the URL below: https://www.sba.gov/loans-grants	File Exchange	Sunday by 10pm
Week 9	Read Chapter 9 Video: http://action.babson.edu/#ken	Post a summary of chapter 9 to the BB Journal (500 words maximum). APA Format required.	BB Journal	Sunday by 10pm

Week 10	Read Chapter 10 Video: http://action.babson.edu/#ruthie	Design a social media and marketing campaign for your business & create a company logo (1,000 words minimum). Review the URL below: http://www.wordstream.com/social-media-marketing	File Exchange	Sunday by 10pm
Week 11	Read Chapter 11 Video: http://action.babson.edu/#pamela	Post a summary of chapter 11 to the BB Journal (500 words maximum). APA Format required.	BB Journal	Sunday by 10pm
Week 12	Read Chapter 12 Video: http://action.babson.edu/#jon	Deliver a formal proposal presentation for the business using Voice Thread. https://voicethread.com/	File Exchange	Sunday by 10pm
Week 13	Read Chapter 13	Post a summary of chapter 13 to the BB Journal (500 words maximum). APA Format required.	BB Journal	Sunday by 10pm
Week 14	Read Chapter 14	Present your final business plan including all elements designed in the course using Voice Thread. https://voicethread.com/	File Exchange	Sunday by 10pm
Week 15	Final Grades			

Interviews with Entrepreneurs:

- **Kevin Whipple:** Freelance Illustrator, New York City
- **Brad Davis:** Chief Executive Officer (CEO), **Mike Murphy** Co-Founder & Chief Operating Officer (COO), **Velvet Nelson** Co-Founder & Chief Learning Officer (CLO)-**Proctor Free**
- **John Lilley:** Founder of **Reactivity** former CEO of **Mozilla**, and **Venture Capitalist**,
- **Sergi Broto:** CO- Founder of Footballaim.com
- **Dr. John Newbold** – Marketing Consultant

