

**Tentative Syllabus  
Journalism 840 and 500**

**Entrepreneurial Communication  
James K. Gentry, Ph.D., Clyde M. Reed Teaching Professor**

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**Spring 2016**

**785-218-4755**

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| Jan. 22 | Overview of course;<br>Introduction to Kansas City Startup Village; entrepreneurial thinking; Village Square and co-working; ideas for class products. Adam and Matthew.               |
| Jan. 29 | The process of starting and building a business: Bruce Steinberg, Fine Vines Artisanal Ketchup; Lacey Ellis, LittleHoots, and Jason Gregory, Caddy X.                                  |
| Feb. 5  | Researching and writing about startups. Sara Scroggins, Abby Davenport and Christine Falk.   |
| Feb. 12 | Entrepreneurship and the Shark Tank effect, Betsy Johnson, SwinZip co-founder. Discuss your first book, The Lean Startup. Review ideas for “short” project.                            |
| Feb. 19 | No class meeting. Work on first projects.  |
| Feb. 26 | Challenges for Entrepreneurs: Ryan Bennett, IdleSmart; Adrianna Choquette, MindMixer, Using LinkedIn in job searching.   |
| Mar. 4  | Finding financing. Term sheets. Legal issues.  |
| Mar. 11 | Entrepreneurs in Lawrence, Will Katz, KU Small Business Development Center.  |
| Mar. 18 | How KCNext tells KC’s entrepreneurial story. Ryan Weber and Jessica Nelson.  |
| Mar. 25 | Women entrepreneurs. Diane O’Byrne, CEO, Competitive Resources; Mary Beth Gentry, founder and CEO, Young Women on the Move, and Julie Edge, chief storyteller and co-founder, Creelio. |
| Apr. 1  | Field Trip to Brad McDonald’s businesses in Bonner Springs   |
| Apr. 8  | Develop content for final projects. Discuss second book.   |
| Apr. 15 | Marketing professionals and the needs of entrepreneurs   |
| Apr. 22 | <i>Thanksgiving holiday</i>  |
| Apr. 29 | Barnett Helzberg, at HEMP offices  |
| May. 5  | <i>STOP DAY (no class)</i>   |

### **Possible topics and speakers**

What is Google Fiber and why does it matter?

KC Sourcelink and Digital Sandbox, Maria Meyers

Visit Jeff Akin, Feed Me KC, in West Bottoms

Financing, venture capital and legal issues

Sprint Accelerator (Tina Peterson) and Pipeline.

### **Required reading**

To be on top of things for the semester, you should read the "Startland News," "The Wall Street Journal," print or online (my password is "jkgentry" and "04gentry"), and any publications from the Kauffman Foundation.

### **Recommended**

Magazines, blogs, tweets, etc., that pertain to the world of entrepreneurship, startups, spinoffs, etc. Examples would be Fast Company, Inc. magazine, Entrepreneur magazine, etc. Here some blogging ideas:

Five years ago David Cummings, published a list of entrepreneurial blogs that he enjoys reading on a regular basis. Here's his updated list from 2014 of the nine blogs entrepreneurs should read on a regular basis

<http://davidcummings.org/2014/03/16/the-9-best-startup-blogs-for-entrepreneurs/>

Chris Drucker is a speaker, author and "virtual CEO." Here's his list of top small business and entrepreneurial blogs from 2013.

<http://www.chrisdrucker.com/best-small-business-blogs-2013/>

This list of ideas will grow as you become more familiar with the field. We will share these ideas on our Facebook page.

### **Books**

We'll all read The Lean Startup by Eric Ries and Startup Communities by Brad Feld.

### **Objectives of the Course**

Upon completing this course you will:

Have an understanding of the challenges and opportunities facing entrepreneurs and startups.

Have an understanding of the steps required to launch a startup.

Have an understanding of how companies operate as businesses and the role of intrapreneurs.

Have an understanding of the region's economy and entrepreneurial/startup climate.

Have the ability to research and create for startup organizations a number of strategic communication products and/or develop insightful news/info materials, all at a professional level.

### Determinants of Course Grade

1 Million Cups reports (2)	10%
Facebook group, reports	10%
Book reviews (2)	20%
Projects	45%
Class participation	15%

### Components of Course Grade

1 Million Cups reports. You will attend two of the weekly 1 Million Cups programs at the Kauffman Foundation and will write a report on each program. Or in Lawrence. Format to come.

Facebook group, reports. You will post occasionally to the class Facebook group and write short reports. Details to follow.

Book Review. You will read *The Lean Startup* by Eric Ries and *Startup Communities* by Brad Feld and will write reports on each.

Projects. You will apply the craft of strategic communication and news/information to a variety of startup companies. We will work through how this will be done. It is likely that this will be the structure: Short projects, 2 worth 6 points each; long projects (2) worth 11 points each, and one final project worth 11 points, for a total of 45 points.

Class participation. Although I will lead discussions, ideally we should have a great deal of interaction when we have class meetings. This includes approaching this course as if you were in a professional environment.

### Office Hours

I will not have regular office hours at Village Square, although we could meet before or after class. I will have office hours in Lawrence at 1:00 to 3:30 on Tuesday and Thursday. If you want to meet to discuss anything regarding the class, or just visit, come by or make an appointment. I'm also available by text (785-218-4755) or email ([jgentry@ku.edu](mailto:jgentry@ku.edu)) just about any time.

### Class Attendance

Since this class meets once a week, missing a class means you are missing a lot of information. You should make every effort to attend class. If you have an emergency or crisis that affects your class performance, let me know immediately. Poor class attendance negatively affects your "class participation" grade.

## **“Old School” Guidelines**

You should conduct yourself in a professional manner in class. Among other things, during class:

- You should have your cell phones off or muted
- You should not be texting, Tweeting or checking Facebook
- You should not be chatting with fellow students
- You should not get up and wander out of class when the whim strikes you
- You should not be smacking or popping gum or otherwise disrupting the class

Professional conduct factors heavily into your “class participation” grade.

## **School of Journalism Policies**

### **Classroom Attendance**

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

### **Students with Disabilities**

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact me as soon as possible. Please be aware that the KU Office of Disability Resources coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Information about services can be found at <http://www.disability.ku.edu/~disability/>. Or visit the office on the first floor of Strong Hall. Phone numbers: 785-864-2620. Please contact me privately regarding your needs in this course.

### **Copying or Recording**

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is

prohibited. On request, the instructor usually will permit students to audio tape lectures, on the condition that these audio tapes are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

### **Plagiarism and Fabrication/Falsification**

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts and research. In a work setting, if you choose to violate professional standards, you will be fired. In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.

The KU University Senate defines plagiarism as “knowingly presenting the work of another as one’s own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.” The University defines fabrication and falsification as “unauthorized alteration or invention of any information or citation in an academic exercise.”

Here’s some clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, answer is A; two coughs, answer is B).
- Plagiarism is stealing. You take someone else’s ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person’s ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past interviews or research from previous J101 students and presenting it as your own is plagiarism.
- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don’t do it.

### **Inclement Weather**

In the event of inclement weather, KU officials decide whether to cancel classes. To determine whether classes are cancelled, call 864-7669 (864-SNOW). I will also try to keep you advised.