

# Course Syllabus

---

## Course Information

ATEC 4340.001  
Business and the digital arts  
Spring 2009  
Monday, 4 - 6:45, ATEC 1.102

---

## Instructor Contact Information

Scott Trent  
scott.trent@utdallas.edu  
214.202.7325  
Office hours: By appointment  
blog submissions: <http://blog.08art.com/>  
web site: [www.utdbox.com](http://www.utdbox.com)

---

## Course Pre-requisites, Co-requisites, and/or Other Restrictions

Upper-division standing.  
Basic computer skills and access to a computer.

---

## Course Description

This course will explore the business aspects of the digital economy by researching current technologies, industry leaders and influential companies that have shaped the digital revolution. Using a broad business scope, the class will research and analyze current digital services and web sites that populate the internet. Students will analyze case studies, research current topics, and create models from assigned reading. ATEC 4340 will include lectures, demonstrations, assignments, projects, presentations, group projects and class critiques. As projects are presented, critiques will serve to strengthen technical skills and visualization.

---

## Student Learning Objectives/Outcomes

- A comprehensive understanding of digital businesses.
- Explore the business models and successful processes.
- In each case study, the student will explore four questions:
  1. What is the technology?
  2. How does it pay?
  3. Why is it successful?
  4. Who is the target audience?
- Students will write synopsis of assigned reading, design models illustrating concepts, create presentations from research, and work in teams to produce group projects. Most importantly, the students will think analytically, strategically, and academically about current technologies that have had a notable impact on emerging technologies and some degree of influence on the majority of internet users.

---

## Required Text and Materials

1. Being Digital, Nicholas Negroponte. ISBN 0-679-43919-6
2. Forbes Greatest Technology Stories, Jeffrey Young. ISBN 0-471-24374-4
3. www.techcrunch.com
4. www.valleywag.com
5. www.alleyinsider.com
6. www.allthingsd.com

High capacity personal storage device (Flash drive (preferred) or other appropriate media for transporting image files.)

## Suggested Course Materials

None specific to the course.

---

## Grading Policy

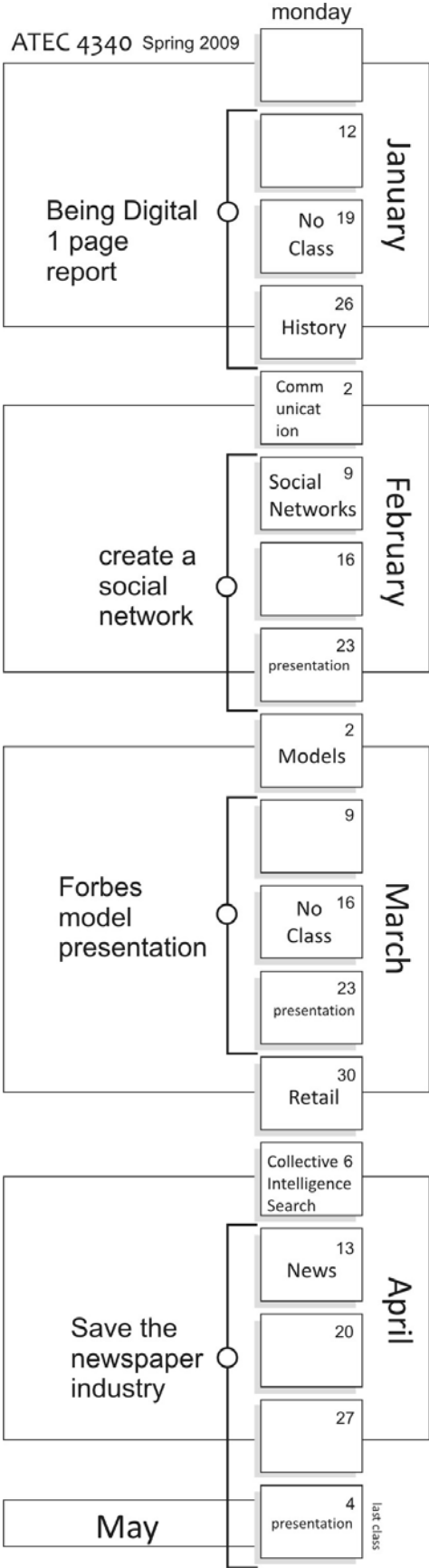
Course projects and assignments are graded by points. Throughout the semester, students have the opportunity to score a total of 25 points for various in class assignments, group projects, and presentations. In addition, students will be asked regularly to capture the message of a lesson, comment on class work, or summarize a blog posting from one of the listed blogs by submitting a blog entry on the class blog site. This is listed as Class Thoughts and will only be assigned the day of class. The Class Thought assignments will not be delivered by the instructor outside of class hours. Class assignments are short projects conducted during class hours. Both class assignments and class thoughts are designed to encourage student attendance and participation. Class participation points consider the student's contribution to the general discussions, attendance, as well as, overall impact on the class morale. Class participation points are a subjective gauged by the instructor.

3 Projects	4 pts. each
Book report	4 pts.
Class assignments	1 pt. each
Class Thoughts	1 pt. each
Class participation	4 pts.

### Grade Scale:

A	27 - 30
B	23 - 26
C	19 - 22
D	15 - 18
F	14 and below points

# Assignments & Academic Calendar



Course outline may be modified at the discretion of the instructor.

---

## Course & Instructor Policies

Class attendance is expected. In-class assignments and Thoughts must be received before the next class without exception. In class assignments will not be available to make-up at a later date. Excessive absences will negatively affect the student's final grade. If you must be absent, it is the student's responsibility to get missed information from fellow classmates. Not the instructor.

Excused absences and make-up work will only be considered with prior notice or in case of an emergency. (This policy is up to the discretion of the professor.) Three unexcused absences will result in one letter grade reduction.

---

## Technical Support

If you experience any problems with your UTD account you may send an email to: [assist@utdallas.edu](mailto:assist@utdallas.edu) or call the UTD Computer Helpdesk at 972-883-2911.

---

## Field Trip Policies Off-campus Instruction and Course Activities

*Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address [http://www.utdallas.edu/BusinessAffairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm). Additional information is available from the office of the school dean. Below is a description of any travel and/or risk-related activity associated with this course.*

---

## Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD printed publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Series 50000, Board of Regents, The University of Texas System*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and

administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

## **Academic Integrity**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

## **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy (Policy Memorandum 84-1.3-46). For more information about the fair use exemption, see <http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>

## **Email Use**

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

## **Withdrawal from Class**

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

## **Student Grievance Procedures**

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called “the respondent”). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent’s School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean’s decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

## **Incomplete Grade Policy**

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester’s end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

## **Disability Services**

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:  
The University of Texas at Dallas, SU 22  
PO Box 830688  
Richardson, Texas 75083-0688  
(972) 883-2098 (voice or TTY)  
[disabilityservice@utdallas.edu](mailto:disabilityservice@utdallas.edu)

If you anticipate issues related to the format or requirements of this course, please meet with the Coordinator of Disability Services. The Coordinator is available to discuss ways to ensure your full participation in the course. If you determine that formal, disability-related accommodations are necessary, it is very important that you be registered with Disability Services to notify them of your eligibility for reasonable accommodations. Disability Services can then plan how best to coordinate your accommodations.

It is the student’s responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

## **Religious Holy Days**

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a

maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

***These descriptions and timelines are subject to change at the discretion of the Professor.***