

## Uncommon Reads: Unscaled

IDH2930 Class# 27458(1 credit hour)

Fall Semester 2022

Face-to-face class meetings: Thursdays 1:55 PM - 2:45 PM in Little Hall 119

### Instructor

Dr. Ryan Good (he/him/his)

Office Location: 2049 McCarty Hall D

Office Hours: MWF 9-10am, or by appointment

Email: [ryangood@ufl.edu](mailto:ryangood@ufl.edu)

### Course Description. Overview and Purpose

Are you curious how companies find success in the twenty-first century? Or about how technology and artificial intelligence are changing the capacity to do business? Then this is the course for you!

Using Hemant Taneja's text *Unscaled: How AI and a New Generation of Upstarts Are Creating the Economy of the Future*, we'll explore the ways the everyday business is rapidly changing year over year, driven by AI toolsets and by changing patterns of technology use by younger generations of entrepreneurs and businesses. We'll focus in particular on the impact of sustainability and social entrepreneurship movements in our discussions. Class activities will center on weekly discussions, somewhat less-than-weekly reflections, and a case study presentation of an unscaled company.

### Required Textbook

Hemant Taneja & Kevin Maney. *Unscaled: How AI and a New Generation of Upstarts Are Creating the Economy of the Future*. 2018.

### Required Technology

Students need to have access to a personal computer or laptop with a working webcam and microphone in order to access all features of the course Canvas site, and to participate in online office hours. Broadband internet access is required.

### Grading Policies

Information on current UF grading policies for assigning grade points can be found at <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

### Grading scale

Grade	Points	Percent	Grade	Points	Percent
A:	930.0-1000	93.0-100.0%	C:	730.0-769.9	73.0-76.9%
A-:	900.0-929.9	90.0-92.9%	C-:	700.0-729.9	70.0-72.9%
B+:	870.0-899.9	87.0-89.9%	D+:	670.0-699.9	67.0-69.9%
B:	830.0-869.9	83.0-86.9%	D:	630.0-669.9	63.0-66.9%
B-:	800.0-829.9	80.0-82.9%	D-:	600.0-629.9	60.0-62.9%
C+:	770.0-799.9	77.0-79.9%	E:	0.0-599.9	0.0-59.9%

The final grade for this course is based on a 1000-point scale and will be weighted as follows:

<b>Grade Component</b>	<b>Points</b>	<b>Percentage</b>
Class Attendance and Engagement	500	50.0%
Reflection Journals (4 x 90 points)	360	36.0%
Case Study Presentation	140	14.0%
<b>Total</b>	<b>1000</b>	<b>100%</b>

Grade cutoffs are exact; you should not expect any rounding of scores at the end of the semester.

*Class Attendance and Activities:* Students significantly contribute to creating a comfortable and productive learning environment by attending and participating productively in class. I encourage questions and sharing of relevant experiences! Grades are based on attendance and frequency and quality of student contributions to the class.

*Reflection Journals:* In preparation for class discussions, you will complete the week's assigned reading. Roughly every three weeks, you will compile your thoughts by responding to questions that reinforce the read material. These assignments' free response questions are intended to help you organize your thoughts and prepare for a fruitful discussion in class. These assignments are due on Wednesdays @ 11:59pm on weeks they are assigned.

*Case Study Presentation:* You will choose a company of personal interest and share it with the class, reflecting on its history, growth, and use (or lack of use) of the various tools we discuss. These presentations will be given in the final weeks of class and should reflect the breadth of material we discuss in the preceding weeks.

Specific grading criteria for each assignment will be provided on Canvas. You are responsible for maintaining duplicate copies of all work submitted in this course until the end of the semester. In case of a grading dispute, you must notify the instructor via e-mail within one week of the date the grade is posted. It is your responsibility to ensure that all assignments are successfully uploaded to Canvas. Missing, corrupt, or incompatible files may result in grade penalties up to a score of zero for the assignment.

## **Course Policies**

### **Diversity and Inclusiveness Statement**

Diversity is one of our biggest assets in the classroom. Different perspectives enrich our understanding of the world and are imperative to developing just solutions to complex problems. This classroom is a place where you will be treated with respect, and I welcome individuals of all ages, backgrounds, beliefs, ethnicities & races, genders, gender identities, gender expressions, national origins, religions (if any), sexual orientations, ability – and other visible and nonvisible differences. All members of this class are expected to contribute to a respectful, welcoming, and inclusive environment for every other member of the class. This does not mean that you are not allowed to disagree with others, but that such differences should be explored without ad hominem judgment.

### **Land Acknowledgement Statement**

A Land Acknowledgement is a formal statement that recognizes and respects Indigenous Peoples as traditional stewards of this land and the enduring relationship that exists between Indigenous Peoples and their traditional territories. In particular, the University of Florida resides on land of the Timucua people and the Seminole Tribe of Florida. It is important to understand the long-standing history that has brought you to reside on the land, and to seek to understand your place within that history. Land acknowledgements do not exist in a past tense, or historical context. For more information, visit <http://www.lspirg.org/knowtheland>

### **Attendance Policy**

Requirements for class attendance and make-up assignments and other work are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance->

[policies/](#). On-time attendance is mandatory. You are permitted one unexcused absence without grade penalty. Additional unexcused absences incur a score of zero for the day's Class Attendance and Engagement. Point deductions may also be incurred for repeated disruptive tardiness.

Excusable reasons include:

- In case of illness, upon receipt of a doctor's note or equivalent, or by following the procedure outlined here: <https://care.dso.ufl.edu/instructor-notifications>.
- In case of religious holidays, by informing me via e-mail ahead of time.
- In case of military duty, jury duty, participation in academic conferences, or participation in official university or UAA events, by providing appropriate evidence ahead of time.
- In case of family emergencies or other extenuating circumstances, by following the procedure outlined here: <https://care.dso.ufl.edu/instructor-notifications>.
- In all other cases, or if you are unsure, please e-mail me as soon as feasible. Absences are generally not excused for non-emergency travel and vehicle problems.

You are still responsible for turning assignments in on time unless an extension has been requested via e-mail and approved by the instructor prior to the deadline. In case of true documented emergencies, the instructor may waive this requirement.

### **Late Work**

You are responsible for turning assignments in on time unless an extension has been requested via e-mail prior to the deadline. In case of true documented emergencies, I may waive this requirement. Technical difficulties are not generally an excuse for missing an assessment or assignment; you should have contingency plans in case any such issues arise. Try not to wait until the last minute to submit assignments!

Late submissions will incur a penalty of 20% per day. A day is defined as 24 hours from the due date and time. Submissions more than three days late will receive a grade of zero.

I highly recommend starting work on assignments early to preclude unexpected emergencies or late-semester stress from compromising your grade. Deadline extensions may be available on certain assignments if requested ahead of time via e-mail, but must be justified. If extended deadlines are not met, late penalties will be assessed based on the original, not the revised due date!

Finally, please do not wait until the end of the semester to discuss problems with the course material or performance in class. Your performance and success are important to the instructor, the Honors Program, the College of Agricultural and Life Sciences, and University of Florida, so please contact the instructor to discuss your concerns as soon as they arise.

### **Course Communications and Technology**

The preferred way to get ahold of me of class and office hours is via Canvas message or UF e-mail. Emails from outside providers, like Gmail, are not considered secure and will be ignored to protect student privacy. University policy dictates that grades cannot be discussed via email, so if you have a grade-specific question, you should ask it in person or via Canvas message.

For all communications, you can expect a response within 24 hours on weekdays. All students are expected to check the course web site on Canvas (<http://elearning.ufl.edu>) on a daily basis. In addition, I may send specific communications directly to your UF, which you should check daily as well. You should enable Canvas notifications for this class, so that you are notified immediately about grading, assignment feedback, due date changes, announcements, etc.

### **Canvas Display Name Change**

Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to [one.ufl.edu](http://one.ufl.edu), click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel,

uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

### **Minimum Technical Skills**

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

### **Technical Difficulties**

For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at: <http://helpdesk.ufl.edu> (Links to an external site.)

352-392-HELP (4357)

Walk-in: HUB 132

While technical difficulties are not generally an acceptable excuse, any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

For information about the privacy policies of the tools used in this course, see the links below:

- Adobe
  - o [Adobe Privacy Policy](#)
  - o [Adobe Accessibility](#)
- Honorlock
  - o [Honorlock Privacy Policy](#)
  - o [Honorlock Accessibility](#)
- Instructure (Canvas)
  - o [Instructure Privacy Policy](#)
  - o [Instructure Accessibility](#)
- Microsoft
  - o [Microsoft Privacy Policy](#)
  - o [Microsoft Accessibility](#)
- Perusall
  - o [Perusall Privacy Policy](#)
  - o [Perusall Accessibility](#)
- PlayPosit
  - o [PlayPosit Privacy Policy](#)
  - o [PlayPosit Accessibility](#)
- Sonic Foundry (Mediasite Streaming Video Player)
  - o [Sonic Foundry Privacy Policy](#)
  - o [Sonic Foundry Accessibility](#) (PDF)
- YouTube (Google)
  - o [YouTube \(Google\) Privacy Policy](#)
  - o [YouTube \(Google\) Accessibility](#)
- Zoom
  - o [Zoom Privacy Policy](#)
  - o [Zoom Accessibility](#)

## University of Florida Policies

### Academic Honesty and Plagiarism

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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."* It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>.

The instructor emphasizes that **PLAGIARISM, WHETHER INTENTIONAL OR UNINTENTIONAL, IS A SERIOUS AND POTENTIALLY CAREER-ENDING FORM OF ACADEMIC MISCONDUCT. Copying and pasting is never okay in academia.**

### Grades and Grade Points

For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

### Zoom Conference Privacy

Should it become necessary or convenient to hold classes virtually using zoom, those class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. Unauthorized sharing of recorded materials is prohibited.

### In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to

another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

### **Software Use**

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

### **Services for Students with Disabilities**

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

You must submit this documentation prior to submitting assignments or taking quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. The DRC may be contacted by visiting 001 Reid Hall, calling 352-392-8565, or visiting their web site at <https://disability.ufl.edu>.

### **Course Evaluation**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### **Student Complaints**

Residential Course: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>  
Online Course: <http://www.distance.ufl.edu/student-complaint-process>

### **Netiquette and Communication Courtesy**

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

### **Security**

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

### **General Guidelines**

When communicating online, you should always:

- Treat the instructor with respect, even via email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, don't refer to a professor by their first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) .
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.

### **Email**

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send the email to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "Reply All."
- Be sure that the message author intended for the information to be passed along before you click the "Forward" button.

### **Discussion Boards**

When posting on the discussion board in your online class, you should:

- Check to see if anyone already asked your question and received a reply before posting to the discussion board.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond, summarize all posts for the benefit of the class.

When posting:

- Make posts that are on-topic and within the scope of the course material.
- Be sure to read all messages in a thread before replying.
- Be as brief as possible while still making a thorough comment.
- Don't repeat someone else's post without adding something of your own to it.
- Take your posts seriously. Review and edit your posts before sending.
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
- If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
- Always give proper credit when referencing or quoting another source.
- If you reply to a classmate's question make sure your answer is correct, don't guess.

- Always be respectful of others' opinions even when they differ from your own.
- When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
- Do not make personal or insulting remarks.
- Do not write anything sarcastic or angry, it always backfires.
- Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

## Zoom

When attending a Zoom class or meeting, you should:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Make sure the background is not distracting or something you would not want your classmates to see.
- o When in doubt use a virtual background. If you choose to use one, you should test the background out first to make sure your device can support it.
- o Your background can express your personality, but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.

## Campus Helping Resources

**Your wellbeing is important to me and the University of Florida community.** Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- *University Counseling Center & Wellness Center*, 3190 Radio Road, 352-392-1575. Counseling Services, Groups and Workshops, Outreach and Consultation, Self-Help Library & Wellness Coaching. <http://www.counseling.ufl.edu/>
- *U Matter We Care*. 352-292-2273. UF's umbrella program for UF's caring culture. Provides students in distress with support and coordination of the wide variety of appropriate resources. <http://umatter.ufl.edu>
- *Career Connections Center*, First Floor JWRU, 352-392-1601, <https://career.ufl.edu/>.
- Student Success Initiative, <http://studentsuccess.ufl.edu>
- *Dean of Students Office*, 202 Peabody Hall, 392-1261. Among other services, the DSO assists students who are experiencing situations that compromises their ability to attend classes. This includes family emergencies and medical issues (including mental health crises). <https://care.dso.ufl.edu/>



- *Teaching Center*, Broward Hall, 352-392-2010 or 352-392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- *Writing Studio*, 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-center/>.
- *Fork and Field Pantry*. Food and toiletries for students experiencing food insecurity. <https://pantry.fieldandfork.ufl.edu/>.
- *UF Help Desk*. 352-392-4357. Technical support for computer issues and UF web services. <http://helpdesk.ufl.edu/>
- *University Police Department*, 352-392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>
- *Library Support*, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with using the libraries or finding resources.

## Course Outline (subject to change – please check the Canvas calendar for the latest information)

Date	Chapter/Topic & Reading Assignment
Aug 25	Introduction to Course – no reading
Sep 1	The Great Unscaling/The AI Century– Chapters 1 & 2 (pp 1 – 48) <b>Reflection 1 due</b>
Sep 8	Global Rewrite: Energy – Chapter 3 (pp 49 – 70)
Sep 15	Global Rewrite: Healthcare – Chapter 4 (pp 71 – 92)
Sep 22	Global Rewrite: Education – Chapter 5 (pp 93 – 108) <b>Reflection 2 due</b>
Sep 29	Global Rewrite: Finance – Chapter 6 (pp 109 – 124)
Oct 6	Global Rewrite: Media – Chapter 7 (pp 125 – 138)
Oct 13	Global Rewrite: Consumer Products – Chapter 8 (pp 139 – 156) <b>Reflection 3 due</b>
Oct 20	Policy & Corporate Outcomes – Chapters 9 & 10 (pp 157 – 184)
Oct 27	No Class – Dr. Good @ IVEC Meeting
Nov 3	Individual Outcomes – Chapter 11 (pp 185 – 194) <b>Reflection 4 due</b>
Nov 10	Case Study Presentations
Nov 17	Case Study Presentations
Dec 1	Case Study Presentations

### Course Alterations

Unforeseen circumstances may make it necessary to alter the information given in this syllabus during the semester. Such changes are not unusual and should be expected. All changes to the syllabus will be announced in class and posted to Canvas. It is your responsibility to keep up with any syllabus changes.