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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | **Credit** | | | | **ECTS** | | |
| **MAN 582** | | | | Virtual Worlds | | | | | | | | | | | 3 (3-0-3) | | | | 8 | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | English | | | **Mode of Delivery** | | | | | **Online/Virtual Campus** | | | | | |
| **Type and Level of Course** | | | | | | | | **Elective/1st Year / Spring Semester** | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | **LectureHours** | | | | **Office Hours** | | | | **Contacts** | | |
| **Course Coordinator** | | | | | Asst.Prof.Dr. Murat Gülmez  Asst.Prof.Dr. Saadet Sağtaş  Res.Asst.Ersin İnal | | | | | | Wednesday  13.45-16.20 | | | |  | | | | [**mgulmez@cag.edu.tr**](mailto:mgulmez@cag.edu.tr)  [**saadetsagtas@cag.edu.tr**](mailto:saadetsagtas@cag.edu.tr)  [**ersininal@cag.edu.tr**](mailto:ersininal@cag.edu.tr) | | |
| **Course Objective** | | | | | **Virtual Worlds course is developed to help students understand how online virtual environments function and find out the potential for developing and using content in business. An effective knowledge of how online virtual environments and communities function is getting increasingly essential for anyone working in content development. The course allow students to explore the creation, management and development of content in a virtual world. To create a comprehensive awareness of Virtual Worlds, a wide understanding and appreciation of Virtual World applications and the vital possible future role that they would play in modern world.** | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** | |  | **Students who have completed the course successfully should be able to** | | | | | | | | | | | | | | | **Relationship** | | | |
| **Prog. Output** | | | **Net Effect** |
| 1 | **Access online communities and virtual worlds and define Virtual Worlds** | | | | | | | | | | | | | | | **1** | | | **5** |
| 2 | **Understand the new technological trends related to Virtual Worlds** | | | | | | | | | | | | | | | **2** | | | **4** |
| 3 | **Understand business aspect of Virtual Worlds** | | | | | | | | | | | | | | | **2** | | | **5** |
| 4 | **Carry out a project work as a virtual team and engage collaboratively in a cross-cultural online environment** | | | | | | | | | | | | | | | **5,6** | | | **5,4** |
| 5 | **Understand how to use Virtual Worlds for societies well being** | | | | | | | | | | | | | | | **8** | | | **4** |
| **Course Description: The course will be delivered in Second Life, an online virtual environment, through avatars. Students will see how the environment functions and evaluate the way in which a virtual content is created. This course also aims to teach students how to manage an effective team work in a virtual and intercultural environment while dealing with many barriers such as cultural difference, language barriers, time difference, technological problems etc. This course will also give the opportunity for interaction, collaboration and networking between participants and lecturers from different disciplines, institutions and cultures. Technological components of Virtual Worlds, ethical and social issues related to Virtual Worlds will be covered during this course. So, after one semester study, students will be able to understand the role of Virtual Worlds in today’s society.** | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:(Weekly Lecture Plan )** | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | **Topics** | | | | | | | | | | | **Preparation** | | | | | **TeachingMethods** | | | | |
| **1** | Introduction and Meeting | | | | | | | | | | | By Lecturers | | | | | **In World** | | | | |
| **2** | Introduction Virtual Worlds, How to create an avatar and basic interface  Creating Website Blogs | | | | | | | | | | | By Lecturers | | | | | **In World** | | | | |
| **3** | Introduction to Virtual Worlds- Basics terms and discussion current issues and oppurtunities with virtual world | | | | | | | | | | | By Lecturers  (Flipped class, reading paper) | | | | | **In World** | | | | |
| **4** | Virtual session and adaptation to virtual Campus and team up test | | | | | | | | | | | By Lecturers | | | | | **In World** | | | | |
| **5** | Team Building Activity (Object Hunt & Puzzle solving in a Sim) | | | | | | | | | | | By Avatars  (Scavenger Hunt&Padlet) | | | | | **In World** | | | | |
| **6** | Exploring Virtual Businesses | | | | | | | | | | | By Avatars  (Voluntary virtual business owners will be invited to campus) | | | | | **In World** | | | | |
| **7** | Introduction of the Project & Virtual Tutoring “Building” | | | | | | | | | | | By In World Tutor | | | | | **In World** | | | | |
| **8** | Virtual Tutoring “Building” | | | | | | | | | | | By In World Tutor | | | | | **In World** | | | | |
| **9** | Visiting Tutor for Virtual Non Profits | | | | | | | | | | | By Avatars  Feed Smile Project /Virtual Ability Island | | | | | **In World** | | | | |
| **10** | Non Profit Organizations in SL | | | | | | | | | | | By Avatars  (Flipped class, reading paper) | | | | | **In World** | | | | |
| **11** | Team Work on Project | | | | | | | | | | | By Avatars | | | | | **In World** | | | | |
| **12** | Team Work on Project | | | | | | | | | | | By Avatars | | | | | **In World** | | | | |
| **13** | Team Work on Project | | | | | | | | | | | By Avatars | | | | | **In World** | | | | |
| **14** | Project Presentations | | | | | | | | | | | By Avatars | | | | | **In World** | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | |
| **Essantial Reading** | | | | | |  | | | | | | | | | | | | | | | |
| **Course Notes** | | | | | | Instructor’s notes webpage: [www.cag.edu.tr/murat-gulmez](http://www.cag.edu.tr/murat-gulmez) | | | | | | | | | | | | | | | |
| **Relatedlinks** | | | | | | <https://secondlife.com/> | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | | | 1).Igbrude, C., O’Connor, J., & Turner, D. (2014, September). Inter-university international collaboration for an online course: a case study. In *International Conference on E-Learning, E-Education, and Online Training* (pp. 159-166). Springer, Cham.  2). Girvan, C. (2018). What is a virtual world? Definition and classification. *Educational Technology Research and Development*, *66*(5), 1087-1100.  3).Machado, L., Klein, A. Z., Freitas, A., Schlemmer, E., & Pedron, C. D. (2016). The use of virtual worlds for developing intercultural competences. *International Journal of Information and Communication Technology Education (IJICTE)*, *12*(3), 51-64.  4). Guo, Y., & Barnes, S. (2011). Purchase behavior in virtual worlds: An empirical investigation in Second Life. *Information & Management*, *48*(7), 303-312.  5). Kohler, T., Matzler, K., & Füller, J. (2009). Avatar-based innovation: Using virtual worlds for real-world innovation. *Technovation*, *29*(6-7), 395-407. | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | **Notes** | | | | | | | | |
| **Project** | | | | | | | **1** | | | **50%** | | |  | | | | | | | | |
| ***Report*** | | | | | | | **1** | | | **50%** | | |  | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | **Number** | | | | | **Hours** | | | | | | **Total** | |
| **Hours in Classroom or Virtual Classroom** | | | | | | | | | **14** | | | | | **3** | | | | | | **42** | |
| **HoursoutClassroom** | | | | | | | | | **14** | | | | | **3** | | | | | | **42** | |
| **Project** | | | | | | | | | **1** | | | | | **48** | | | | | | **48** | |
| **Website Blog** | | | | | | | | | **1** | | | | | **40** | | | | | | **40** | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | **172** | |
| **=172/30=5.73** | |
| **6** | |
| **RECENT PERFORMANCE** | | | | | | | | | | | | | | | | | | | | | |
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**READING LIST**

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| Week | Date | Reading Paper | Description |
| 1 | 10th Feb. | Second Life Guide  Second Life Official Website. Access Address:  <https://secondlife.com/>  Second Life Destinations. Access Address: <https://secondlife.com/destinations>  [Writing Rules](https://www.cag.edu.tr/uploads/site/users-special/d1c38a09acc34845c6be3a127a5aacaf/files/%C3%87a%C4%9F%20%C3%9Cniversitesi%20SOBE%20Tez%20Yaz%C4%B1m%20Klavuzu-%20apa-7.pdf).  [APA7 Rules](https://www.cag.edu.tr/uploads/site/users-special/d1c38a09acc34845c6be3a127a5aacaf/files/APA%207_0-.pdf). | Second Life Guide will be sent by instructors. Others are website links. |
| 2 | 17th Feb. | Girvan, C. (2018). What is a virtual world? Definition and classification. *Educational Technology Research and Development*, *66*(5), 1087-1100.  Who Uses Second Life and Why? | Articles can be found by searching on the ‘Google Scholar’. |
| 3 | 24th Feb. | Machado, L., Klein, A. Z., Freitas, A., Schlemmer, E., & Pedron, C. D. (2016). The use of virtual worlds for developing intercultural competences. International *Journal of Information and Communication Technology Education (IJICTE), 12*(3), 51-64.  Hendaoui, A., Limayem, M., & Thompson, C. W. (2008). 3D social virtual worlds: research issues and challenges. *IEEE internet computing*, *12*(1), 88-92.  González, M. A., Santos, B. S. N., Vargas, A. R., Martín-Gutiérrez, J., & Orihuela, A. R. (2013). Virtual worlds. opportunities and challenges in the 21st century. *Procedia Computer Science*, *25*, 330-337. | Articles can be found by searching on the ‘Google Scholar’ |
| 4 | 3rd March | Stieglitz, S., Lattemann, C., & Kallischnigg, M. (2010). Experiential Learning in Virtual Worlds-A Case Study for Entrepreneurial Training. In *AMCIS* (p. 352).  Boughzala, I., de Vreede, G. J., & Limayem, M. (2012). Team collaboration in virtual worlds: Editorial to the special issue. *Journal of the Association for Information Systems*, *13*(10), 6. | This article can be found by searching on the ‘Google Scholar’ |
| 5 | 10th March | Baker, S. C., Wentz, R. K., & Woods, M. M. (2009). Using virtual worlds in education: Second Life® as an educational tool. *Teaching of Psychology*, *36*(1), 59-64.  Jarmon, L., Traphagan, T., Mayrath, M., & Trivedi, A. (2009). Virtual world teaching, experiential learning, and assessment: An interdisciplinary communication course in Second Life. *Computers & Education*, *53*(1), 169-182. | Articles can be found by searching on the ‘Google Scholar’ |
| 6 | 17th March | Sonia Huang, J. (2011). An examination of the business strategies in the second life virtual market. *Journal of Media Business Studies*, *8*(2), 1-17.  MacKenzie, K., Buckby, S., & Irvine, H. (2013). Business research in virtual worlds: possibilities and practicalities. *Accounting, Auditing & Accountability Journal, 26*(3), pp. 352-373. | Articles can be found by searching on the ‘Google Scholar’ |
| 7 | 24th March | [Live and Learn in Kenya.](https://llk-selb.de/your-help/feed-a-smile/?lang=en) | This is a website link. |
| 8 |  | Mid-term Week |  |
| 9 |  | Mid-term Week |  |
| 10 | 14th April | Non-Profit Organizations in Second Life.  Guo, Y., & Barnes, S. (2011). Purchase behavior in virtual worlds: An empirical investigation in Second Life. *Information & Management*, *48*(7), 303-312.  [Live and Learn in Kenya.](https://llk-selb.de/your-help/feed-a-smile/?lang=en)  [Virtual Ability Island.](https://virtualability.org/)  [Whole Brain Health.](https://www.wholebrainhealth.org/)  <https://secondlife.com/destination/whole-brain-health> | Article can be found by searching on ‘Google Scholar’. Others are website links. |
| 11 | 21st April | Kohler, T., Matzler, K., & Füller, J. (2009). Avatar-based innovation: Using virtual worlds for real-world innovation. *Technovation, 29*(6-7), 395-407 | This article can be found by searching on the ‘Google Scholar’ |
| 12 |  | PROJECT WEEKS |  |
| 13 |  | PROJECT WEEKS |  |
| 14 |  | PROJECT WEEKS |  |

**Additional Readings:**

Hodge, E., Collins, S., & Giordano, T. (2009). *The virtual worlds handbook: How to use Second Life® and other 3D Virtual environments*. Jones & Bartlett Learning.

Rymaszewski, M., Au, W. J., Wallace, M., Winters, C., Ondrejka, C., & Batstone-Cunningham, B. (2007). *Second life: The official guide*. John Wiley & Sons.

Mahar, S. M., & Mahar, J. (2009). *The Unofficial Guide to Building Your Business in the Second Life Virtual World: Marketing and Selling Your Product, Services, Business, and Brand In-World*. AMACOM Div American Mgmt Assn.