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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | **Course Title** | | | | | | | | | | | | | **Credit** | | | | | **ECTS** | | | |
| **MAN 439** | | Meta Entrepreneurship | | | | | | | | | | | | | 6 (3-0-3) | | | | | 6 | | | |
| **Prerequisites** | | | | | | **None** | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | English | | | **Mode of Delivery** | | | | | | | | Metaverse / Second Life | | | | | | |
| **Type and Level of Course** | | | | | | **Elective/4.Year/Fall Semester EQF- Level 7** | | | | | | | | | | | | | | | | | |
| **Lecturers** | | | **Name(s)** | | | | | | | **LectureHours** | | | | | | **Office Hours** | | | | **Contacts** | | | |
| **Course Coordinators / Avatars**  **Course Lecturers**  **Course Assistant** | | | Assoc.Prof.Dr. Murat Gülmez (Magua)  James G. Neville (Sitearm)  Assist. Prof. Dr. Duygu Gür (Dahlia)  Research Assist. Gülay Güler (Gigi)  Research Assist. Ersin İnal (Ginger)  Research Assist. Gizem Koçak (Sabrina Maggy) | | | | | | | | **Tuesday-18:00-20:00** | | | | | **Wednesday-10:00-11:00** | | | | [mgulmez@cag.edu.tr](mailto:mgulmez@cag.edu.tr)  sitearm@gmail.com  duygugur@cag.edu.tr  [gulayguler@cag.edu.tr](mailto:gulayguler@cag.edu.tr)  [ersininsal@cag.edu.tr](mailto:ersininsal@cag.edu.tr)  gizemari@cag.edu.tr | | | |
| **Course Objective** | | | Meta entrepreneurship refers to creating and managing businesses within virtual reality environments. This course introduces students thorough an understanding of business practices in metaverse and to explore the resources available in Second Life platform for meta entrepreneurs. The aim is to cultivate a holistic understanding of entrepreneurship, equipping students with meta-strategies for creating, building and delivering superior value to customers by virtual products. | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** |  | **Students who have completed the course successfully should be able to** | | | | | | | | | | | | | | | | | **Relationship** | | | | |
| **Prog. Output** | | | **Net Effect** | |
| 1 | Apply key distinctions and terminology on meta entrepreneurship | | | | | | | | | | | | | | | | | **3,7** | | | **4** | |
| 2 | Build virtual products | | | | | | | | | | | | | | | | | **2** | | | **4** | |
| 3 | Make a virtual business plan and create marketing strategies for virtual businesses. | | | | | | | | | | | | | | | | | **5** | | | **4** | |
| 4 | Experience Metaverse platforms and teamwork | | | | | | | | | | | | | | | | | **2,6** | | | **5** | |
| **Course Description:** The course focuses on five main aspects: (i) Learning the key concept of entrepreneurship in meta worlds; meta entrepreneurship, virtual commerce, virtual products and virtual business plan (ii) experiencing and discovering metaverse platforms, (iii) building a virtual product, (iv) using a unique 3D digital platform to launch a virtual product (v) working as a company team and managing new roles and responsibilities. The main emphasis is on an understanding of the importance of virtual commerce and how virtual entrepreneurship will shape businesses in the upcoming years. | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:( Weekly Lecture Plan)** | | | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | **Topics** | | | | | | | | | | | | **Carried out by** | | | | | **Teaching Methods** | | | | | |
| **1** | Introduction & Warm Up Session | | | | | | | | | | | | Sitearm, Magua, Dahlia, Gigi & Ginger, Sabrina | | | | | **Second Life** | | | | | |
| **2** | Meta literacy Session  “Meet the meta entrepreneur” session | | | | | | | | | | | | Sitearm +Val | | | | | **Second Life** | | | | | |
| **3** | Virtual Product Building Session | | | | | | | | | | | | Sitearm | | | | | **Second Life** | | | | | |
| Teamwork session- Product Building | | | | | | | | | | | | Gigi & Ginger &Sabrina | | | | | **Second Life** | | | | | |
| **4** | Social Value Creation & Sustainable Products | | | | | | | | | | | | Namaara | | | | | **Second Life** | | | | | |
| Teamwork session: Scratch demo product | | | | | | | | | | | | All faculty | | | | | **Second Life** | | | | | |
| **5** | Scripting & 3 D modeling | | | | | | | | | | | |  | | | | | **Second Life** | | | | | |
| Teamwork session | | | | | | | | | | | |  | | | | | Second Life | | | | | |
| **6** | Virtual Economy  Virtual goods & currency, NFTs | | | | | | | | | | | | Magua, Sitearm | | | | | Second Life | | | | | |
| **7** | Sustainable business & sustainable marketing | | | | | | | | | | | | Dahlia | | | | | Second Life | | | | | |
| Product Demonstrations | | | | | | | | | | | |  | | | | | Second Life | | | | | |
| **8** | Marketing Communications | | | | | | | | | | | | Dahlia | | | | | Second Life | | | | | |
| **9** | Collaborations & Importance of user engagement | | | | | | | | | | | | Wisdomseeker | | | | | Second Life | | | | | |
| **10** | Building Presentation Areas | | | | | | | | | | | | Gigi&Ginger | | | | | Second Life | | | | | |
| **11** | Rehearsal Session | | | | | | | | | | | | All Faculty | | | | | Second Life | | | | | |
| **12-13** | FINAL PROJECT PRENSETATIONS | | | | | | | | | | | | All Faculty | | | | | Second Life | | | | | |
| **14** | Feedback Session | | | | | | | | | | | |  | | | | |  | | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | |  | | | | | | | | | | | | | | | | | | | |
| **Course Notes** | | | | Visit the course website for further information | | | | | | | | | | | | | | | | | | | |
| **Relatedlinks** | | | |  | | | | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | Visit the course website for further information | | | | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | **Number** | | | **Effect** | | | | **Notes** | | | | | | | | | | | |
| **Tasks** | | | | | **5** | | | **25 %** | | | |  | | | | | | | | | | | |
| **Final Group Project** | | | | | **1** | | | **75 %** | | | |  | | | | | | | | | | | |
| **ECTS TABLE** | | | | |  | | |  | | | |  | | | | | | | | | | | |
| **Content Number Hours Total** | | | | | | | | | | | | | | | | | | | | | | | |
| **Hours in Classroom or Virtual Classroom** | | | | | | | **14** | | | | | | | **3** | | | | | | | **42** | | |
| **Hours out Classroom** | | | | | | | **14** | | | | | | | **3** | | | | | | | **42** | | |
| **Assigment** | | | | | | | **2** | | | | | | | **12** | | | | | | | **12** | | |
| **Project** | | | | | | | **1** | | | | | | | **48** | | | | | | | **48** | | |
|  | | | | | | | **1** | | | | | | | **40** | | | | | | | **40** | | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | **184** | | | | | | |  | | | | | | |  | | |
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**Course Details:**

The metaverse includes any digital experience on the internet that is persistent, immersive, three-dimensional (3D), and virtual, as in, not happening in the physical world. Metaverse experiences offer us the opportunity to play, work, connect, buy and create businesses in virtual world. This course offers students the opportunity to get to know virtual worlds, benefit from the opportunities it offers and be included in the structure that will shape the future.

The students of the course are responsible for participating in class, presenting, and delivering the assignments and implementing the final project as required.

**The Assignments will be delivered by the Research Assistants on the relevant weeks.**

**The Final Project**

Students are expected to create, build and launch their virtual products for the final project. The final project evaluation will include the success of students’ virtual products ideas & the marketing plan for metaverse. The students will make their final presentations at the end of the semester.