

SYLLABUS
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

Course Code	Course Title	Credit	ECTS
MAN 426	Meta Entrepreneurship	3 (3-0-3)	6
Prerequisite Courses:	None		
Language of Instruction:	English	Mode of Instruction:	Metaverse / Second Life
Course Type and Level:	Elective / Spring Semester		
Title, First Name, and Last Name of the Course Instructor		Lecture Hours	Office Hours
Assoc. Prof. Dr. Murat GÜLMEZ		Tuesday 18:00-21:00	Wednesday 10:00-11:00
Teaching Assistant:	Res. Asst. Beste ZORLULAR	mgulmez@cag.edu.tr bestezorlular@cag.edu.tr	
<p>Course Objective: Meta Entrepreneurship refers to creating and managing businesses within virtual reality environments. This course provides students with a comprehensive introduction to business practices in the metaverse and enables them to explore the resources available for meta-entrepreneurs on the Second Life platform. Its aim is to develop a holistic understanding of entrepreneurship by equipping students with meta-strategies to create, build, and deliver superior value to customers through virtual production.</p>			
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relationship
			Prog. Output
	1	Apply fundamental distinctions and terminology related to meta-entrepreneurship.	3,7
	2	Be able to create virtual products.	2
	3	Develop a virtual business plan and design marketing strategies for virtual enterprises.	5
4	Gain experience with metaverse platforms and teamwork.	2,6	5
Course Content:	<p>Meta-entrepreneurship refers to the processes of creating and managing businesses in virtual reality and metaverse environments. This course introduces students comprehensively to business practices in the metaverse and enables them, particularly through the Second Life platform, to explore the tools and resources available for meta-entrepreneurs. The main aim of the course is to equip students with meta-strategies to create, build, and deliver superior value to customers through virtual production, thereby developing a holistic entrepreneurial perspective. The course is structured around learning key concepts such as meta-entrepreneurship, virtual commerce, virtual products, and virtual business planning; experiencing and exploring metaverse platforms; designing and developing a virtual product; launching the product via a unique 3D digital platform; and working as a company team to manage new roles and responsibilities. The primary focus of the course is to understand the growing importance of virtual commerce and how virtual entrepreneurship is expected to transform businesses in the coming years.</p>		
Course Contents: (Weekly Course Plan)			
Weeks	Topics	Preparation	Teaching Methods and Techniques
1	Introduction and Orientation	Students should acquire prior knowledge about the Metaverse and virtual worlds.	Lecture, Question–Answer, Discussion
2	Meta Literacy Session / “Meet the Meta-Entrepreneur”	Students should research the concepts of the Metaverse and digital entrepreneurship in advance.	Flipped Classroom, Visual Material Analysis, Group Discussion
3	Virtual Product Creation Session	Students should examine examples of virtual	Hands-on Practice, Feedback

		products and prepare a draft idea for the product they will develop.	
4	Social Value Creation and Sustainable Products	Social Value Creation and Sustainable Products	Presentation, Discussion
5	Coding and 3D Modeling	Students should review basic 3D modeling and simple coding knowledge.	Hands-on Practice
6	Virtual Economy – Virtual Products, Currency, and NFTs	Students should research the concepts of NFTs, virtual products, and virtual currencies in advance.	Presentation, Discussion, Group Work
7	Marketing Communication	By examining examples of marketing communication in digital environments, students should identify the elements of effective messaging.	Hands-on Practice
8	Midterm Exam		
9	Midterm Exam		
10	Sustainable Business and Sustainable Marketing / Product Presentations	Students should examine sustainable business models and marketing strategies.	Hands-on Practice, Product Presentations, Group Interaction
11	Teamwork Session: Scratch Demo Product	Students should develop ideas for presentations and explore digital presentation tools.	Hands-on Practice
12	Collaborations & the Importance of Users	Students should examine collaborations in marketing and the importance of users.	Presentation, Discussion, Group Work
13	Building Presentation Spaces	Students should prepare ideas for presentation space design and exhibition.	Hands-on Practice, Demonstration, Group Interaction
14	Rehearsal Session	Students should draft their final project presentations and rehearse.	Presentation, Feedback, Group Work
15	Final Project Preparations	Students should prepare project materials and complete any missing components.	Hands-on Practice, Mentoring, Group Work
16	Feedback Session	Students should review their projects and presentations and be prepared for feedback.	Case Analysis, Discussion, Feedback
17	Final Exam		
18	Final Exam		

Course Resources

Textbook:	For more information, please visit the course website.
Recommended Resources:	For more information, please visit the course website.

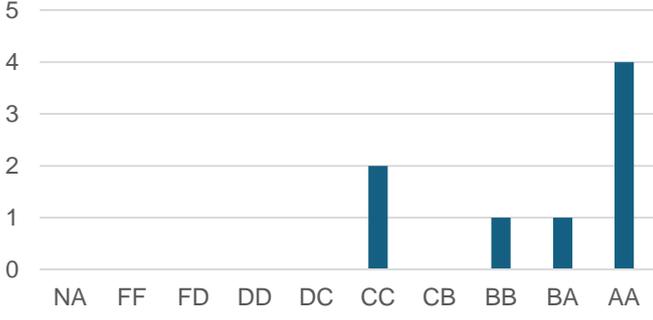
Course Assessment and Evaluation

Activities	Number	Effect	Notes
Assignment	5	25%	
Final Group Project	1	75%	

ECTS Table			
Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Work	14	3	42
Assignment	5	10	50
Final Group Project	1	46	46
Total:			180
Total / 30:			180/30=6
ECTS Credit:			6

Geçmiş Dönem Başarıları

2024-2025 Spring Semester



2023-2024 Fall Semester

