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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | **Course Title** | | | | | | | | | | | | | **Credit** | | | | | **ECTS** | | | |
| **MAN 439** | | Meta Entrepreneurship ( Avapreneurship ) | | | | | | | | | | | | | 6 (2-4-6) | | | | | 12 | | | |
| **Prerequisites** | | | | | | **None** | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | English | | | **Mode of Delivery** | | | | | | | | Online (Zoom) / Virtual World / Hybrid | | | | | | |
| **Type and Level of Course** | | | | | | **Elective/4.Year/Fall Semester EQF- Level 7** | | | | | | | | | | | | | | | | | |
| **Lecturers** | | | **Name(s)** | | | | | | | **LectureHours** | | | | | | **Office Hours** | | | | **Contacts** | | | |
| **Course Coordinators**  **Course Lecturers**  **Course Assistant** | | | Assoc.Prof.Dr. Murat Gülmez (MG)  James G. Neville (JN)  Assist. Prof. Dr. Duygu Gür (DG)  Research Assist. Gülay Güler | | | | | | | |  | | | | |  | | | | [mgulmez@cag.edu.tr](mailto:mgulmez@cag.edu.tr)  sitearm@gmail.com  duygugur@cag.edu.tr  gulayguler@cag.edu.tr | | | |
| **Course Objective** | | | Virtual commerce is the commercial activity conducted in an immersive virtual environment. It is one of the latest developments of e-commerce. The aim of this course is to get a thorough understanding of business practices in metaverse and to explore the resources available to various metaverse platforms for virtual entrepreneurs. | | | | | | | | | | | | | | | | | | | | |
| **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 virtual entrepreneurship | | | | | | | | | | | | | | | | | **3,7** | | | **4** | |
| 2 | Explain the importance of virtual commerce | | | | | | | | | | | | | | | | | **2** | | | **4** | |
| 3 | Make a virtual business plan and create business strategies for virtual businesses. | | | | | | | | | | | | | | | | | **5** | | | **4** | |
| 4 | Experience Metaverse platforms and virtual teamwork | | | | | | | | | | | | | | | | | **2,6** | | | **5** | |
| **Course Description:** The course focuses on five main aspects: (i) Learning the key concept of entrepreneurship in meta worlds; virtual entrepreneurship, virtual commerce, virtual products and virtual business plan (ii) experiencing and discovering the differences of virtual commerce compared to e-commerce and brick and mortar commerce, (iii) creating a virtual company, (iv) using a unique 3D digital platform to launch a virtual product (v) working as a virtual 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 | | | | | | | | | | | | JN, MG, DG, | | | | | **Hybrid** (students will participate in class, foreign lecturers will participate online) | | | | | |
| **2** | “Meet the avapreneuer” session | | | | | | | | | | | | Guest Speaker | | | | | Virtual World | | | | | |
| Teamwork session: Team building & brainstorming on virtual product idea | | | | | | | | | | | | Avatars | | | | | Virtual World | | | | | |
| **3** | Virtual economy, goods & currency | | | | | | | | | | | | JN, MG | | | | | Virtual World | | | | | |
| Teamwork & discussion session | | | | | | | | | | | | Avatars | | | | | Virtual World | | | | | |
| **4** | Generating a virtual business plan | | | | | | | | | | | | JN, MG | | | | | Virtual World | | | | | |
| Teamwork session: Discussion of business & product ideas | | | | | | | | | | | | Avatars | | | | | Virtual World | | | | | |
| **5** | Creating a virtual marketing plan | | | | | | | | | | | | MG, DG | | | | | Virtual World | | | | | |
| Teamwork session: Create your marketing plans! | | | | | | | | | | | | Avatars | | | | | Virtual World | | | | | |
| **6** | Presentation of marketing plans | | | | | | | | | | | | JN, MG, DG | | | | | Virtual World | | | | | |
| **7** | Building objects in VW and using AI for scripting | | | | | | | | | | | | MG, DG, | | | | | In Lab (face-to face) | | | | | |
| Practice session in metaverse | | | | | | | | | | | | Avatars | | | | | In Lab (face-to face) | | | | | |
| **8** | Creating NFTs | | | | | | | | | | | | Guest Speaker | | | | | Virtual World | | | | | |
| Presentation of groups on Virtual Product Launch | | | | | | | | | | | | Avatars | | | | | Virtual World | | | | | |
| **9** | Augmented Reality | | | | | | | | | | | | MG | | | | | In Metaverse Lab (face-to face) | | | | | |
| Teamwork & discussion session | | | | | | | | | | | | Avatars | | | | | In Metaverse Lab (face to face | | | | | |
| **10** | Teamwork on Project | | | | | | | | | | | | Avatars | | | | | Virtual World | | | | | |
| **11** | Teamwork on Project | | | | | | | | | | | | Avatars | | | | | Virtual World | | | | | |
| **12** | FINAL PROJECT PRENSETATIONS | | | | | | | | | | | | Avatars | | | | | Virtual World | | | | | |
| **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** | | | | | | | | | | | |
| **Portfolio for Assignment** | | | | | **5** | | | **30%** | | | |  | | | | | | | | | | | |
| **Final Group Project** | | | | | **1** | | | **70%** | | | |  | | | | | | | | | | | |
| **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** | | | | | | |  | | | | | | |  | | |
| **Total**  **Total / 30**  **ECTS Credit**  **RECENT PERFORMANCE** | | | | | | | | | | | | | | | | | | | | | **=184/30=6.13** | | |
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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:**

Assignment 1: Students are required to create a marketing plan for their virtual companies. The marketing plan should cover all the details discussed in the class. Students will both present their marketing plans and deliver reports.

Assignment 2: Students are required to plan & build their products and launch them for real transaction in metaverse. For this assignment students will present their virtual products and business to an audience from metaverse.

**The Final Project**

Students are expected to create their virtual companies, launch their virtual products, and keep track of currents transactions and analyze their performance in the virtual marketplace. The final project evaluation will include the success of students’ virtual companies in metaverse. The implemented marketing strategies and product performance will be evaluated. The students will present their virtual companies in metaverse.