**Virtual World “The Second Life” Assignment**

The Second Life assignment is a group project in which students research an actual Virtual world business type (retail, real estate, event planning, etc.) and report on their findings.

The goals of the project are:

1) to experience a virtual World ( in this case Second Life) environment;

2) to learn about virtual businesses and compare their operations to real world business operations of the same type

3) to gain exposure to a new web technology.

Assignment deliverables are:

1. a paper that compares the virtual business with a real world business and connecting “the virtual business” to E-commerce topics shown in class sessions. (E-commerce Types, Unique features of E-commerce, E-Commerce Business Models, Revenue Models etc.)
2. a short presentation of their findings.

At the end of the term, a survey will be conducted to the students to determine whether the assignment helped them to meet course objectives, to get feedback on the students’ experiences in Second Life, and to get their opinions about whether Second Life has a place in the curriculum.

The evaluation of the Virtual World Project will be as follows;

* **15% Paper**
* **15% Presentation**
* **5% Survey**

**The deadline for the project deliverables are on the course syllabus.**

**Asst. Prof. Dr. Murat Gulmez**

**Res. Asst. Emre Kadir Özekenci**