Business Administration (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI309
Course Name:	Introduction to Metaverse
Semester:	Fall
Course Credits:	ECTS 5
Language of instruction:	English
Course Condition:	
Does the Course Require Work Experience?:	No
Type of course:	University Elective
Course Level:	Bachelor / TR-NQF-HE:6. Master`s Degree / QF-EHEA:First Cycle / EQF-LLL:6. Master`s Degree
Mode of Delivery:	E-Learning
Course Coordinator:	Prof. Dr. HATİCE ÖZ PEKTAŞ
Course Lecturer(s):	Michael Barngrover
Course Assistants:	

Course Objective and Content

Course Objectives:	The main objective of the course is to develop within students an understanding of the core components of the metaverse and an awareness of its potential impacts on society. By the end of the class, students will possess developed ethical positions on many of the important metaverse topics.
Course	The course introduces fundamental elements that form the foundation of various

Content:	conceptualizations of "The Metaverse". Topics to be presented and discussed include shared spatialization, digital mediation of reality, socialization, and assigning value to digital objects. The course will devote significant time to discussions of ethics and the impacts that digitization will have on non-digital aspects of society. Students will be required to research and write several essays throughout the course and design a metaverse scenario as a final group project.
	Online class sessions will frequently take place inside of 2D and 3D "metaverse platforms". Students will be expected to know how to use their keyboard and mouse/touchpad to navigate these spaces and to use their microphone effectively.
	This is not a course focused on cryptographic topics. Blockchains, cryptocurrencies, and NFTs will not be the focus of the course, although these subjects will be included in discussions of metaverse economics and concepts of ownership.

Learning Outcomes

The students who have succeeded in this course;

1) Understand the concept and components of the Metaverse.

2) Understand the role and impact of avatars in the Metaverse learning environment.

3) Explore tools and modalities for synchronous learning in the Metaverse.

4) Address accessibility and equity considerations in designing inclusive Metaverse learning experiences

5) analyze the impact of diverse perspectives and cultures on Metaverse learning.

Course Flow Plan

Week	Subject	Related Preparation
1)	he concept and the evolving dynamics of Metaverse	
2)	origins of metaverse and its impact on various industries	
3)	understanding the Metaverse's interactive digital environments, virtual reality (VR), augmented reality (AR), and mixed reality (MR)	
4)	understanding the Metaverse's interactive digital environments, virtual reality (VR), augmented reality (AR), and mixed reality (MR)_2	
5)	ethical, legal, and privacy considerations related to Metaverse	
6)	leveraging Metaverse for business growth, virtual reality, gaming and social interactions_1	
7)	leveraging Metaverse for business growth, virtual reality, gaming and social interactions_2	
8)	midterm week	

9)	3D modeling, programming, blockchain understanding, virtual reality integration, and AR development	
10)	concepts of dataspace management, virtual economies, digital asset creation, and setting up interactive experiences	
11)	future possibilities and innovations in the Metaverse ecosystem	
12)	Student presentations	
13)	Student presentations	
14)	Student presentations	
15)	final week	
16)	final week	

Sources

Course Notes / Textbooks:	Readings to be assigned and provided in class Access to VR headsets and library of VR experiences Computers capable of opening webVR sites
References:	Readings to be assigned and provided in class Access to VR headsets and library of VR experiences Computers capable of opening webVR sites

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) Using other social sciences and mathematics, they have a broad and interdisciplinary perspective on business and management sciences.					
2) They have knowledge and skills about different functions and interactions of the enterprise.					
3) They can use different theoretical approaches to understanding and solving various business problems.					
4) Being aware of the needs of society, they use business knowledge to meet these needs.					
5) They have knowledge depthly about current problems of Turkey and Global Business World's					

Course Learning Outcomes	1	2	3	4	5
6) They can determine the objectives of the institution in which they are involved, taking into account the market needs and economic conditions.					
7) They can solve complex business problems by using various statistical techniques and numerical methods and makes analysis by using statistical programs effectively.					
8) They can use a foreign language at least B1 General Level in terms of European Language Portfolio criteria according to the education level of a foreign language.					
9) They can develops teamwork, negotiation, leadership and entrepreneurship skills.					
10) They have the knowledge of universal ethical values, social responsibility awareness and sufficient level of labor law.					
11) They can identify the individual learning needs and carries out studies to correct them by developing positive attitudes about lifelong learning.					
12) They can express their ideas and solutions both written and orally, and if required they can present and publish them on both national and international platforms.					
13) They use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Using other social sciences and mathematics, they have a broad and interdisciplinary perspective on business and management sciences.	
2)	They have knowledge and skills about different functions and interactions of the enterprise.	
3)	They can use different theoretical approaches to understanding and solving various business problems.	
4)	Being aware of the needs of society, they use business knowledge to meet these needs.	

5)	They have knowledge depthly about current problems of Turkey and Global Business World's	2
6)	They can determine the objectives of the institution in which they are involved, taking into account the market needs and economic conditions.	
7)	They can solve complex business problems by using various statistical techniques and numerical methods and makes analysis by using statistical programs effectively.	
8)	They can use a foreign language at least B1 General Level in terms of European Language Portfolio criteria according to the education level of a foreign language.	
9)	They can develops teamwork, negotiation, leadership and entrepreneurship skills.	
10)	They have the knowledge of universal ethical values, social responsibility awareness and sufficient level of labor law.	
11)	They can identify the individual learning needs and carries out studies to correct them by developing positive attitudes about lifelong learning.	3
12)	They can express their ideas and solutions both written and orally, and if required they can present and publish them on both national and international platforms.	
13)	They use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Project	1	% 40
Midterms	1	% 30
Final	1	% 30
total		**% 100**
PERCENTAGE OF SEMESTER WORK		% 70
PERCENTAGE OF FINAL WORK		% 30
total		**% 100**

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload

Course Hours	14	42
Study Hours Out of Class	14	14
Project	5	21
Midterms	3	21
Final	3	21
Total Workload		**119**