

„Entrepreneurship for Digital Media Creators,, course program

Course code: IFI7150	Entrepreneurship and E-Commerce		
Course volume 5 EAP/ECTS X	Contact hours: 48 (+ 24 online hours of online session)	Teaching semester: S	Examination
Course aims:	Course is aimed to digital media students in the areas of film, television, video, games and multimedia. A purpose of this subject is to develop understanding of the elements of entrepreneurship and of basic management tools, to raise the students' awareness of entrepreneurship within the contexts of media eco-systems, market forces and consumer trends. Course also aimed to teach students how to identify different professional outcomes and to assess career management, business creation and development.		
Brief description of course content	Mediamorphosis; Digital convergence; The entertainment economy; Consumer behaviour; Copyrights; The entrepreneurial mind-set; The entrepreneurial eco-system; The opportunity (idea and risk); Communicating the business idea; From business idea to business plan; Start up funding; The business; Strategy and implementation; Financial plan; Management and control; Starting up and scaling up: growth is first.		
Learning outcomes	Thinking skills: identification of windows of opportunity, idea generation, concept formation, problem solving Information retrieval and evaluation: research, analysis, and interpretation of data. Creativity and innovation: using assets, leveraging social assets, employing resourcefulness. Group/team effectiveness awareness/sensitivity to different creative, cultural and business environments.		
Ways of assessment:	For assessment, students must submit all homeworks (40% of grade) and present a business idea and business plan (60% of grade).		
Teachers:	Lecturer Ivar Soone Lecturer Katri-Liis Lepik		
Subject title in Estonian:	Ettevõtluse alused digitaalse meedia loojatele		
Study literature:	[Selected chapters of:] Bilton, C., Management and Creativity: From Creative Industries to Creative Management Vogel, H., Entertainment Industry Economics: A Guide for Financial Analysis Florida, R., Who's Your City?: How the Creative Economy Is Making Where to Live the Most Important Decision of Your Life Doyle, G., Understanding Media Economics Perez, C., Technological Revolutions and Finance Capital: The Dynamics of Bubbles and Golden Ages Rogers, E. M., Diffusion of Innovations Albarran, A., The Media Economy Salomon, M.R., Consumer Behaviour: A European Perspective		

	<p>David Bainbridge, "Intellectual Property", Pearson Education 2010</p> <p>Peter Decherney, "Hollywood's Copyright Wars: From Edison to the Internet"</p> <p>Angus Finney, "The International Film Business: A Market Guide Beyond Hollywood"</p> <p>Matthew Alford, "Reel Power: Hollywood Cinema and American Supremacy"</p> <p>Peter F. Drucker, "Innovation and Entrepreneurship"</p> <p>Joseph A. Schumpeter, "Essays: On Entrepreneurs, Innovations, Business Cycles and the Evolution of Capitalism"</p> <p>Fidler, R., Mediamorphosis</p> <p>Paul Boross, The Pitching Bible: The Seven Secrets of a Successful Business Pitch</p> <p>Harvard Business Review on Succeeding as an Entrepreneur (Harvard Business Review Paperback Series)</p> <p>FT Essential Guide to Writing a Business Plan: How to Win Backing to Start Up or Grow Your Business</p>
Replacement literature:	Replacement literature is not available, to pass this course student must participate in classes
Requirements to access to exam:	To access to exam students are required to: Participate in the face-to-face sessions and online activities; and Submit all assignments in due time.
Requirements for homework:	Students are required to read and submit written answers to related questions. Assignments will be given on each class and will also be available online.
Evaluation criteria:	<p>A – Very good quality of reading, interpretation and writing of texts/All assignments completed</p> <p>B - Good quality of reading, interpretation and writing of texts/More than 75% assignments completed</p> <p>C - Acceptable quality of reading, interpretation and writing of texts/More than 50% assignments completed</p> <p>D - Acceptable quality of reading, interpretation and writing of texts/Less than 50% assignments completed</p> <p>E - Poor quality of reading, interpretation and writing of texts/Less than 50% assignments completed</p>
Topics, times of contact hours and online activities	Topics by weeks or lectures.
25.01.2013 13:00 – 16:00 David Lamas	Introduction.

08.02.2013 13:00 – 16:00 Katri-Liis Lepik	Trends. Creativity, generating ideas.
15.02.2013 14:00 – 17:00 Ivar Soone	Business planning. Entrepreneurship as worldview. Business and it's dependence of social organisation.
22.02.2013 13:00 – 16:00 Ivar Soone	Marketing and consumer behavior. How to discover and analyze market opportunities and shape value propositions.
01.03.2013 14:00 – 17:00 Katri-Liis Lepik	Service economy and services. From materiality to virtuality and back.
08.03.2013 14:00 – 17:00 Ivar Soone	Finance planning and taxes.
15.03.2013 14:00 – 17:00 Ivar Soone	The business. Developing business idea, developing products and services. Benchmarking, etc.
05.04.2013 09:00 – 12:00 Ivar Soone	Communicating the business idea.
12.04.2013 14:00 – 17:00 Katri-Liis Lepik	Strategic planning.
19.04.2013 09:00 – 12:00 Katri-Liis Lepik	Management and control. Leadership.
26.04.2013 14:00 – 17:00 Katri-Liis Lepik	Learning from others. Case studies.
03.05.2013 14:00 – 17:00 Katri-Liis Lepik	Financing.
10.05.2013 14:00 – 17:00 Katri-Liis Lepik, Ivar Soone	Business plans presentation and pitching.

Õppeainet kureeriv üksus:	Informaatika instituut
Kursuseprogrammi koostaja	Andrus Rinde
Allkiri:	
Kuupäev:	22.01.2013

Kursuseprogramm registreeritud akadeemilises üksuses

Kuupäev	
Õppeassistendi nimi	Merilin Tohver
Allkiri	