

Title: Tech Entrepreneurship  
Code: DMC-412  
Semester: 8<sup>th</sup>  
Rating: 3 Credit Hours

## **DMC-412: Tech. Entrepreneurship**

**3 Cr. Hrs**

### **Course Description:**

This is an advanced level course that will create an opportunity for the students to apply the skills they have learned during their previous semesters to the concepts taught to them in this course. It discusses the media entrepreneurship models, techniques, financial and human resource models. The aspects related to digital media environment and freelancing will remain primary focus.

### **Learning Outcomes:**

#### **The student will be able to**

- Develop the digital media entrepreneurship skills to create financial independence.
- Become successful as a freelancer in a competitive digital environment.
- Develop an ability to generate idea and execute it as digital entrepreneur.

### **Course Contents:**

1. Entrepreneurship: traditional vs digital media
2. Identifying and recognizing the opportunities
3. Feasibility analysis
4. Importance of digital business Plan: reasons and guidelines
5. Media industry trends
6. Media industry competitors
7. Financial models
8. Human resources models and techniques for digital media
9. Marketing Issues in Entrepreneurship
10. Financing and funding methods
11. The challenges of growth for digital entrepreneurs
12. Freelancing as digital entrepreneurship
13. The art of clients' management
14. Digital media business plan
15. YouTube channels
16. Website business ventures
17. Startup culture
18. Project management
19. Make winning proposal for seed funding
20. Fund raising techniques
21. SDGs incorporation into entrepreneurship
22. Personal branding as an entrepreneur

### **Suggested Readings:**

- Byrd, L. S. (2021). Cultivating Entrepreneurial Change Makers Through Digital Media Education. Pennsylvania: IGI Global
- Cannell, S. & Travis. (2018). YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer. Austin: Lioncrest Publishing.
- Ferrier, M. & Mays, E. (2017). Media Innovation and Entrepreneurship. Montreal: Rebus Foundation.

### **Teaching Learning Strategies:**

1. Class Discussion
2. Projects/Assignments
3. Group Presentations

4. Students LED Presentation
5. Thought Provoking Question

**Assignment/Project:**

Project may include special reports, projects, class presentations, field work. The nature of project will be decided by the teacher as per the requirements of the course.

**Assessment and Examinations:**

| Sr. No. | Elements             | Weightage | Details   |
|---------|----------------------|-----------|---|
| 1       | Midterm Assessment   | 35%       | It takes place at the mid-point of the semester.  |
| 2       | Formative Assessment | 25%       | It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.   |
| 3       | Final Assessment     | 40%       | It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc. |