

UNI continuing education

SPRING 2009

3 CREDIT HOURS

vBUSINESS STRATEGY

ATTEND CLASS VIA SECOND LIFE®



This course on virtual business strategy will be conducted in Second Life,® an internet-based virtual world in which people use avatars to interact and commune with others in a world created by its "residents." Launched by Linden Labs in 2003, Second Life® provides a unique learning environment in which students will explore, experience and analyze the rapidly expanding virtual lifestyle, identify business opportunities, and develop a plan to capitalize on the virtual marketplace.

Students will participate in 10 workshop modules in Second Life,® with topics to include the following:

- Business ventures in virtual worlds
- Vision, mission, and strategy in virtual worlds
- Developing a strategic plan
- Location analysis/site selection; the need for presence
- Second Life (SL) operations, product networking, real life (RL) advertising
- Developing marketing plans, signs, brochures, elevator pitch, notecard givers
- Pricing and markdown, discounts, frequent buyer, services
- Financing in a virtual world
- New products and services, innovation, demand, copyright
- Consolidating SL and RL venturing; selling in SL and delivering in RL (or the reverse)
- Finding partners, legal structures, VAT, taxes
- Virtual real estate: Buying land, hiring builders

Details about Second Life,® including a tutorial, FAQs, and system requirements can be found at <http://secondlife.com/>

COURSE TITLE

150:186g vBusiness Strategy

DATES, TIMES, DELIVERY

February 3–May 14, 2009

Tuesdays and Thursdays; 4 to 5:15 p.m. Central Standard Time

Class will meet in Second Life.®

Orientation for those without Second Life® experience

February 3, 2009; 4 to 5:15 p.m.

UNI campus, Curris Business Building, Room 238

Final internship report or business start-up analysis is due June 2, 2009.

YOUR INSTRUCTOR

Dan Power, Professor of Management, Daniel.Power@uni.edu

COURSE CREDIT

Three hours of undergraduate or graduate credit

TUITION AND FEES

\$693 for three hours undergraduate credit or \$1077 for three hours graduate credit, plus a \$24.25 technology fee. Payable via university billing, Discover, MasterCard or VISA.

HOW TO ENROLL

Online at www.uni.edu/continuinged/enroll

Request an enrollment form

E-mail: ContinuingEd@uni.edu

Phone: 319-273-5970 or 800-648-3864 (toll-free)

This course is subject to cancellation if minimum enrollment requirements are not met by January 28, 2009.