

## **MCG-326 Media Entrepreneurship (3 Credit Hours)**

**Pre-requisites: None**

### **Course objectives**

1. This course will prepare students to become entrepreneurs within the media industry. Although, focused mainly on media, this course will be helpful for anyone willing to start their own business after graduation. It will run in collaboration with NUST Business School and will be divided into two modules; first module will focus primarily on media industry and opportunities within it, the second module will be a workshop on new venture creation and launching a start-up and will preferably be conducted by an instructor from NBS. Students will be expected to create business models, analyse the gaps within the current media landscape and also explore areas of revenue generation.

### **Learning outcomes**

2. After this course, the students will be able to:
- a. Spot gaps within the media industry and appreciate them as opportunities
  - b. Work as freelancers
  - c. Launch their own start-up
  - d. Pitch their ideas and get funding from various revenue streams

### **3. Contents**

- a. Introduction to entrepreneurship, changing media and start-up culture
- b. Media disruption; disruptive and new trends in media
- c. Working solo and freelancing
- d. Bartering services
- e. Idea generation and finding work
- f. Brand identity and consumer loyalty; including personal branding and brand pyramids
- g. Pitching ideas and stories
- h. SWOT Analysis
- i. Entrepreneurial opportunities in media industry
- j. Funding, sponsorships, grants and other revenue streams
- k. Brand journalism

- l. Business ethics
- m. Basics of marketing and accounting
- n. New Venture Creation (Workshop):
  - (1) Business Model Canvas/Matrix
  - (2) Competition analysis
  - (3) Market research
  - (4) Opportunities analysis
  - (5) Value proposition and unique selling proposition
  - (6) Partnerships and negotiations
  - (7) Creating business plans
  - (8) Investors, venture capitalists, sponsors and funding

### **References Material**

1. Hoffman, R., & Casnocha, B. (2012). *The start-up of you*. New York: Crown Business.
2. Ries, E. (2011). *The lean startup*. London: Portfolio Penguin.
3. Staines, Gail M., Bonacci, Mark., Johnson, Katherine. (2008). *Social Sciences Research: Research, Writing, and Presentation Strategies for Students*. Scarecrow Press
4. Mac Dougall, Curtis D. (1972) *Interpretative Reporting*, New York, Macmillan
5. Thiel, P., & Masters, B. (2014). *Zero to one*. Crown Business.
6. *Along with regular reading and analysis of stories on TechCrunch, Business Insider, TechJuice and Entrepreneur.com.*