

MEDIA TECHNOLOGY ENTREPRENEURSHIP & CAPSTONE (PRODUCT MANAGER STREAM)

1. COURSE DESCRIPTION

This course equips students with entrepreneurial, managerial, and product development skills in media and technology industries. It emphasizes **innovation, digital business models, and product management**, culminating in a **capstone project** across multiple media sectors.

The course integrates **business, technology, and creative production**, aligning with contemporary media entrepreneurship practices that require combining **content innovation and technological solutions**

2. LEARNING OUTCOMES (CLOs)

Upon completion, students will be able to:

1. Develop media-based business ideas using entrepreneurial frameworks
 2. Apply product management methodologies in digital media industries
 3. Build and validate media products using user-centered approaches
 4. Execute cross-sector media projects (Capstone)
 5. Pitch scalable media technology ventures
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3. TEACHING METHODS

- Lecture & case study
 - Workshop (product development)
 - Studio-based project (Capstone)
 - Industry simulation & pitching
 - Group-based collaboration
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4. SESSION BREAKDOWN (16 SESSIONS)

SESSION 1 – Introduction to Media Technology Entrepreneurship

Topics:

- Media industry transformation
- Digital entrepreneurship ecosystem
- Role of Product Manager

Activities:

- Lecture + discussion on industry trends
 - Case analysis (Netflix, TikTok, Spotify)
 - Student reflection: “Future media startup idea”
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SESSION 2 – Entrepreneurial Mindset & Opportunity Identification

Topics:

- Innovation mindset
- Opportunity recognition in media industry

Activities:

- Idea brainstorming workshop
 - Trend mapping (AI, Web3, OTT, Creator Economy)
 - Group formation
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SESSION 3 – Media Business Models

Topics:

- Platform economy
- Subscription vs advertising vs hybrid

Activities:

- Business model canvas exercise
 - Case study: YouTube vs Netflix
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SESSION 4 – Product Management Fundamentals

Topics:

- Product lifecycle
- Product-market fit

Activities:

- Product teardown analysis
 - Define MVP for project
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SESSION 5 – User Experience (UX) & Human-Centered Design

Topics:

- UX research
- User journey

Activities:

- Persona creation
 - User journey mapping
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SESSION 6 – Digital Marketing & Growth Strategy

Topics:

- Digital campaign

- Growth hacking

Activities:

- Social media strategy design
 - Campaign simulation
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SESSION 7 – Revenue Strategy & Monetization

Topics:

- Monetization in media platforms
- IP commercialization

Activities:

- Revenue model design
 - Pricing strategy exercise
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SESSION 8 – Pitching & Investment Readiness

Topics:

- Startup pitching
- Investor expectations

Activities:

- Pitch deck workshop
 - Mock pitching session (UTS equivalent)
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CAPSTONE PROJECT (SESSION 9–16)

Students develop a **Media Technology Product** based on **13 industry scopes**

SESSION 9 – Capstone Kickoff & Scope Mapping

Topics:

- Introduction to 13 media scopes
- Project assignment

Scopes Introduced:

- Animation & Visual Design
- Comic
- Digital Advertising
- Digital Journalism
- Esports
- Fashion & Lifestyle
- HCI
- Game Development
- Toy Development
- OTT & Media Intelligence
- IP & Media Conversion
- Film & Photography
- Music & Audio

Activities:

- Group project selection
 - Define problem statement
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SESSION 10 – Research & Market Validation

Topics:

- Market analysis
- Audience segmentation

Activities:

- Competitor analysis per scope
 - User interview / survey
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SESSION 11 – Concept Development & Product Design

Topics:

- Product concept development
- UX/UI integration

Activities:

- Wireframe / prototype creation
 - Concept validation
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SESSION 12 – Content & Production Strategy

Topics:

- Media production pipeline per scope

Activities:

- Production plan (film, game, content, etc.)
 - Resource mapping
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SESSION 13 – Technology Integration

Topics:

- Platform selection (Web, App, OTT, AR/VR)

Activities:

- Prototype testing
 - Tech feasibility analysis
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SESSION 14 – Business Model & Monetization

Topics:

- Revenue scaling
- IP strategy

Activities:

- Business model refinement
 - Financial projection
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SESSION 15 – Branding, Campaign & Distribution

Topics:

- Go-to-market strategy
- Festival / platform distribution

Activities:

- Marketing campaign design
 - Media kit development
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SESSION 16 – Final Capstone Presentation (UAS)

Activities:

- Final pitch presentation
 - Demo product / prototype
 - Panel evaluation (industry simulation)
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5. ASSESSMENT

Component	Percentage
Participation & Activity	20%
Mid-term Pitch (Session 8)	20%
Capstone Project	40%
Final Presentation	20%

6. REFERENCES (LATEST ≥ 2021 – APA STYLE)

1. Cugno, M., Castagnoli, R., & Büchi, G. (2021). *Openness to Industry 4.0 and performance*. *Technological Forecasting and Social Change*.
 2. Nakagawa, E. Y., et al. (2021). *Industry 4.0 Reference Architectures*. *Computers & Industrial Engineering*.
 3. Canestrino, R., Schiavone, F., & Leone, D. (2021). *Digital Enterprise Innovation Framework*.
 4. Ventín-Sánchez, J. A., et al. (2023). *Media entrepreneurship skills in universities*.
 5. Gossel, B. M. (2025). *Media entrepreneurship education design*.
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7. STRATEGIC POSITIONING

This syllabus:

- Aligns with **global media-tech entrepreneurship curriculum**
- Integrates **Product Manager role as core competency**
- Produces **industry-ready graduates with real IP output**