Course: Media & Entrepreneurship — credits: 15

Course code	ICVP26MEE
Name	Media & Entrepreneurship
Study year	2026-2027
ECTS credits	15
Language	English
Coordinator	E.A. Mingardo

Modes of delivery	Assignment Project-based learning
Assessments	Competency 1 - Other assessment Competency 3 - Other assessment Competency 4 - Other assessment Competency 5 - Other assessment Competency 6 - Other assessment Competency 7 - Other assessment Portfolio - Other assessment

Learning outcomes

The following programme learning outcomes are developed at level 1:
Learning Outcome 1**: Organisation, context and strategy**
Learning Outcome 3: **Concept and creation**
Learning Outcome 4: **Planning and organisation**
Learning Outcome 5: **Persuasion and commitment**
Learning Outcome 6: **Connection and facilitation**
Learning Outcome 7: **Personal and professional development**

Content

An **entrepreneurial mindset** is a set of knowledge and skills that enables people to identify and make the most of opportunities, learn from setbacks, and succeed in a variety of contexts.
In this project, students (individually or in small groups) select or create an opportunity they want to execute within **7 weeks**. The opportunity can be aimed at generating financial profit or creating a positive impact for a chosen target audience.
The project emphasizes a **growth mindset**, supporting the development of professional reflective and collaboration skills. Students progress through the steps of idea generation, opportunity recognition, opportunity screening, and action plan development, including a promotional plan (which includes video formats). To strengthen their plans, students gather insights through interviews with experts or their target audience.

The **entrepreneurial mindset** framework guiding this project is built around the following key concepts: fixed and growth mindset, developing an entrepreneurial mindset, idea generation strategies, the four pathways for opportunity recognition, opportunity screening analysis (including context analysis, market feasibility, competitive positioning, and organizational feasibility), the action mindset and action plan, as well as creative and contemporary promotion formats for the promotional plan.

During this block students learn how to create a video for their project's promotional plan and are introduced to the fundamentals of visual storytelling, including mise-en-scène, decoupage, visual rhetoric, Gestalt principles, semiotics, and the use of the third dimension to enhance meaning and impact. Students also learn practical skills for crafting engaging video content, such as shot selection, composition, structuring a three-act storyline, storyboarding, and hands-on camera training. Together, these classes equip students to translate their ideas into clear, compelling, and visually engaging promotional material.

The professional skills supporting the project assignments include creative thinking, pitching ideas for different purposes, and writing media products tailored to specific target groups.

Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing

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