



1. Given the materials available to you (videos, text, syllabus, eCollege shell, etc.) were the overall course information and the course expectations easy to understand? (This applies to the overall course materials, not your experience in Second Life)

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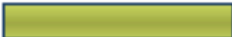
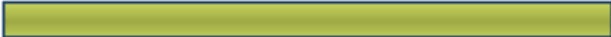

		Response Percent	Response Count
I was able to understand the course information and expectations without much clarification.		58.3%	7
I needed some clarification to understand the course information and expectations.		41.7%	5
I needed clarification on several aspects of the course to understand the information and expectations.		0.0%	0

[Hide replies](#) How might this be improved? 7

- The videos are good, but it is hard to see the menu in the videos. Thus, when you are picking menu items on your screen in second life, it is hard to see exactly what you are choosing via the video. Also, it can be hard to understand your expectation within the assignments. At first it seems as if you want a 100 page research assignment, but upon email clarification it turns out to only be 3 pages. Wed, Jun 30, 2010 8:07 PM [Find...](#)
- I feel like it was fairly easy to understand with the resources available, I was just a little confused with the Discussion Board expectations and due date. Wed, Jun 30, 2010 4:41 PM [Find...](#)
- I would have liked to have had some of the material prior to the class starting. We really do hit the ground running, and I feel having the reading material could have helped me that first couple weeks. Tue, Jun 29, 2010 9:46 PM [Find...](#)
- Just because of the nature of SL, I did need some clarification of course information and expectations. Debe and Barbara were very helpful, however I think the class moves very quickly. This was mentioned in the beginning, but I think with group work, scheduling, and SL, it is difficult to find a good balance to get everything done. Tue, Jun 29, 2010 4:11 PM [Find...](#)
- I think it is more an issue with the short timeline to start a new company in a new virtual world in 2 weeks. also i find it a little hard to know what needs to be turned in via ecollege or SL so i would maybe make that more clear on the syllabus...maybe have two columns one for ecollege assignments and one for SL assignments on the timelines Sun, Jun 27, 2010 12:19 PM [Find...](#)
- I didn't realize for a while that our business wouldn't really be up and running until the very end of the class. I had to go re-read the syllabus a few times. The information was right there -- I just didn't see it. I don't know if there's a good way to address this since I could have read it the entire time, but I'm including it in case other people say the same thing. Sat, Jun 26, 2010 9:12 AM [Find...](#)
- I have no recommendations for improvement. I thought the information was straightforward. Thu, Jun 24, 2010 3:31 PM [Find...](#)

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skipped question 0

2. With regard to your Second Life experience, were the materials (such as video) and assistance available to you (teaching staff) adequate in preparing you for the virtual world coursework required for the class?

		Response Percent	Response Count
I was able to quickly assimilate into Second Life and required little assistance.		25.0%	3
I needed assistance and found the videos and teaching staff assistance helpful in making the transition to Second Life.		66.7%	8
I required a lot of assistance and found that videos and staff assistance were not enough to help me make the transition to Second Life.		8.3%	1

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How might this be improved?

6


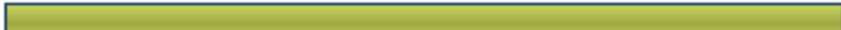

- the general day to day activities in SL are fairly straightforward, but building items seems like it could be its own class. Wed, Jun 30, 2010 8:07 PM [Find...](#)
- I think it just takes a little time to get used to the new world, not sure you can get around that. Wed, Jun 30, 2010 4:41 PM [Find...](#)
- The biggest problems I have seems to be the flakiness of SL. There's been a few things where SL is not retaining what I believe I have landmarked, or I can not access a landmarked area later. I have had similar tribulations with clothing as well. Tue, Jun 29, 2010 9:46 PM [Find...](#)
- I dont know if it can be improved with the time allotted for the projects. There are many intricacies that a user who has only been on SL for 4 weeks would have no way of knowing. There were things that i was called out on because i didnt spend enough time on SL. But i specifically chose to take an online class because I have a full time job on top of other things in my life that I thought I can take the class at my own pace. But apparently we need to spend more time on SL than we physically can handle. Tue, Jun 29, 2010 5:02 PM [Find...](#)
- Second Life is HUGE and there's so much to learn. I don't know if there's any way to ease this learning curve in a condensed class like this....we have to hit the ground running, so people just need to put in extra time up front. Sat, Jun 26, 2010 9:12 AM [Find...](#)
- The videos were immensely helpful, and it was great to always have someone online to ask a quick question when necessary. Thu, Jun 24, 2010 3:31 PM [Find...](#)

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3. Was there enough additional communication outside of course materials (additional emails, in-world chat) to clarify assignments or add additional, helpful information?

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		Response Percent	Response Count
There was not enough additional information offered to to clarify assignments or offer additional information that was helpful.		0.0%	0
There was a good balance between independent work and additional information offered.		91.7%	11
Geez...every time I opened my email there was another communication - enough already!		8.3%	1

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How might this be improved?

4

1. Between all of the emails from the professor, people within my group, chats is SL, and chat postings, it seems like it takes me an hour each day just to ensure I am communicating properly. Wed, Jun 30, 2010 8:07 PM [Find...](#)
2. The combination between Debe and Barbara provides nearly constant support if needed. Wed, Jun 30, 2010 4:41 PM [Find...](#)
3. both the debe and barbara were super easy to find to ask questions to so that made it a lot easier Sun, Jun 27, 2010 12:19 PM [Find...](#)
4. I thought it was a great balance. If I ever had a question about an assignment, there was often a clarification email sent out soon after asking. Thu, Jun 24, 2010 3:31 PM [Find...](#)

The instructor was vigilant about updating information and responding to the forum posts. In fact, I've taken 11 other online courses in pursuit of my MBA, and the professor for this class was 5 times more accessible and responsive than any of the others I've had. She's amazing.



answered question 12

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5. The School of Business requires each 3 credit graduate course to have 40 contact hours and (at minimum) 2 additional hours of assigned work for every contact hour. This equals 120 (minimum) hours of work for every 3 credit course. In the case of an 8 week course, this equals 15 hours per week spent in assigned coursework. Question: Is the coursework assigned for the Virtual Entrepreneurship class realistic, given these parameters?

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		Response Percent	Response Count
Yes		66.7%	8
No		33.3%	4


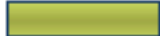
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- I just think the expectations for the class are too much. This is my 13 MBA class and it is the hardest I have ever worked and generally these class come easy to me. Wed, Jun 30, 2010 8:07 PM [Find...](#)
- I think it is realistic, I just think the first few weeks may require even more than that in order to get familiar with the new world in addition to the other requirements. My biggest problem was trying to think of ideas and speak to people about development.....when I was very new to the whole thing myself. I did not know if my ideas had already been done, were way to difficult, would require more than a few weeks, etc. Wed, Jun 30, 2010 4:41 PM [Find...](#)
- Just learning what is needed in SL takes time. We are expected to find the correct product, formulate a business plan and then execute the plan within 8 weeks. It is a short time just to figure out what the residents in SL will want to spend their Linden dollars. But, the reality is we should know what we were getting when joining a summer class. Wed, Jun 30, 2010 11:12 AM [Find...](#)
- The biggest challenge is getting to spend enough time on SL to feel really comfortable. I am not able to access from work, and I use the guest network from the Anschutz campus library and I am not able to sign into SL. Tue, Jun 29, 2010 9:46 PM [Find...](#)
- I dont believe it is realistic to fit 15 hours per week on coursework, especially in SL. I have taken ALL of my graduate level and most of my undergrad courses online, and NONE were as time consuming as this one. I think there is just too much to do in such a small amount of time. Tue, Jun 29, 2010 5:02 PM [Find...](#)
- I do believe that 15 hours is enough. However, with as much as Second Life is down (crashing, slow performance) it is impossible to use those hours effectively. Also, with as much group work is needed, it is impossible to get everyone together on the same schedule. Tue, Jun 29, 2010 4:11 PM [Find...](#)
- hard to say, with a full work schedulenspending every moment doing homework for this class isnt realistic, but that might be more my problem then the class Sun, Jun 27, 2010 12:19 PM [Find...](#)
- It's harder than other online classes but not unrealistic. Sat, Jun 26, 2010 9:12 AM [Find...](#)
- Yes, it's realistic. However it's a bit difficult to get all of the reading done, maybe 1/2 of the reading per week would be more feasible with everything else that is required in this class. It would allow the students to spend more time in SL. Fri, Jun 25, 2010 2:18 PM [Find...](#)
- There is a LOT of information to take in, and a huge learning curve to be able to effectively use the program. I'm sure everyone is different in their ability to pick up the nuances of such an environment, so it would be hard to judge that portion. Thu, Jun 24, 2010 3:31 PM [Find...](#)

However, the real "meat" of the course isn't how to use the program, it's planning, marketing, and establishing a business. Stayed focused on that goal, I would say the coursework is realistic. The problem, of course, is getting distracted by other interesting things in Second Life along the way!

6. How helpful were the videos that were created for this class?

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		Response Percent	Response Count
The videos were very helpful.		83.3%	10
The videos were marginally helpful.		16.7%	2
What videos?		0.0%	0

 [Hide replies](#) Additional comments about video: 4



1. See comment above about the size of the menus on the videos. Wed, Jun 30, 2010 8:07 PM [Find...](#)
2. I think the videos were helpful but I would like it if they were labeled. Some were named Second Life Business One, etc and it was hard to reference back to specific topics having watched so many in a row. Wed, Jun 30, 2010 4:41 PM [Find...](#)
3. OMG id be lost without the starter videos...some of the other videos were less than helpful but still i looked at all of them Sun, Jun 27, 2010 12:19 PM [Find...](#)
4. I would say the videos were the most helpful part in getting acclimated to the virtual world. Thu, Jun 24, 2010 3:31 PM [Find...](#)

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7. How helpful were the two books that were assigned for this class: Castronova and Terdiman?

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		Response Percent	Response Count
The books were very helpful in understanding who is in virtual worlds and why they buy.		75.0%	9
The books were marginally helpful and didn't directly apply to the course as it was designed.		25.0%	3
You assigned books?		0.0%	0

[Hide replies](#) Comments (optional) 7

1. The books are good, but it is a lot of reading to keep up on. Perhaps you can pick specific text or pages in each book to read that is most valuable. Then if we want to read more we could. Wed, Jun 30, 2010 8:07 PM [Find...](#)
2. I am enjoying the two books. Wed, Jun 30, 2010 4:41 PM [Find...](#)
3. I like the SL book by Terdiman, the other is not quite as practical. Tue, Jun 29, 2010 9:46 PM [Find...](#)
4. i founf the books to be overally broad and not too directed to help with the class Sun, Jun 27, 2010 12:19 PM [Find...](#)
5. The Terdiman book is so very easy to read that I flew through it but I feel like I really understand the basics of how second life works after that. I haven't spent as much time in Castronova, but just reading how many times it was quoted in Terdiman makes me more excited to do so. Sat, Jun 26, 2010 9:12 AM [Find...](#)
6. I prefer (and enjoy) reading the entrepreneur's guide to second life. Fri, Jun 25, 2010 2:18 PM [Find...](#)
7. I loved these books. In fact, I find myself citing from them in the other class I'm taking this summer (Designing and Managing Entrepreneurial Organizations). Thu, Jun 24, 2010 3:31 PM [Find...](#)

Of the two, I do prefer Castronova. I've gotten so engrossed in it that I've read more than the weekly assignment on a couple of occasions. Terdiman is still very valuable though, as more of a "how to" guide for our task at hand. I would definitely use both books as texts for future classes.




As an aside, I typically sell back my books at the end of the semester. I don't intend to sell these back. They will be part of my permanent collection. That's how much I am enjoying reading them.

answered question 12

skipped question 0

8. Were the grading policies for this class clear and realistic, compared to other graduate courses you have taken?

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		Response Percent	Response Count
The policies were clear and had more latitude than other classes I have taken.		50.0%	6
The policies were clear but were more stringent than other classes I have taken.		41.7%	5
The policies weren't clear.		8.3%	1

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Comments (optional)

7

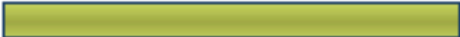


- Just about right. Wed, Jun 30, 2010 8:07 PM [Find...](#)
- I believe the grading policy has been clear and realistic. The only part I was unclear on was the policy for the Discussion Board. I would have been more diligent had I recognized its weekly impact on my grade. Wed, Jun 30, 2010 4:41 PM [Find...](#)
- I really have not focused on my grade at this point. I am trying to get as much work and experience out of this, and hoping that equates to a decent grade... maybe not a great plan. Tue, Jun 29, 2010 9:46 PM [Find...](#)
- I think they were clear, however, it wasn't clear how important discussions would be. at first it is stated that they were more about quality and that it wasnt going graded like other professors, and then it felt like that wasnt the case. Tue, Jun 29, 2010 4:11 PM [Find...](#)
- i hate being forced to talk in discussion boards plus i feel it makes for bad conversations that add no value just because students feel they have to post every week. so glad to see someone else saw that! Sun, Jun 27, 2010 12:19 PM [Find...](#)
- They were more stringent and I think that's fine. Too many of my courses have been too easy thus far. Sat, Jun 26, 2010 9:12 AM [Find...](#)
- The grading policies are very clear, and I wouldn't say they were particularly more stringent, just that there was a lot more expected of me in this class. Thu, Jun 24, 2010 3:31 PM [Find...](#)

In other classes I've taken, for example, the big project is completion of a business plan. The business plan project is heavily weighed in this course, but it marks only the halfway point. This course goes on to the marketing and introduction of the product into the marketplace. This is what makes this class to amazing, but it's also what makes it so time consuming. There's a lot of ground to cover.

answered question 12  
skipped question 0

9. Given your own experience in the class to date, would you sign up for the course again?

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		Response Percent	Response Count
Yes - it is great class and I'm glad I took it.		50.0%	6
Yes - I am learning in the class but it is more work than I had originally thought.		41.7%	5
I would have found a different class.		8.3%	1

[Hide replies](#) Comments (optional) 6

- Great class and I have already learned a lot, but it would be good to determine how to lighten the load especially for a summer class. Wed, Jun 30, 2010 8:07 PM [Find...](#)
- Yes, it is challenging and a little more work than I thought, but I see the value in it and look forward to the next several weeks. Wed, Jun 30, 2010 4:41 PM [Find...](#)
- I would definitely take the class again. I think debe is a fun teacher and that the virtual environment in SL is cool. However, I would not take it during a summer semester because the timelines are just to tight given the requirements. Tue, Jun 29, 2010 4:11 PM [Find...](#)
- isnt that the case with everything you like and do, it is always more work than you thought! Sun, Jun 27, 2010 12:19 PM [Find...](#)
- The Scavengar Hunt was hugely helpful. I would recommend that during the 2nd week we are required to build a few things, and turn them in. There's a lot of expectation that this is something you can do, but not much of a chance to learn it. It's ok, because you can hire other people to build, but it would be a great benefit if some of the class time was dedicated to this.  
  
This class would be much better (i.e. I think students would get even more out of it) if it was taken over 16 weeks instead of 8. Fri, Jun 25, 2010 2:18 PM [Find...](#)
- Looking at the syllabus, I knew the class would be a big time commitment. I was a bit apprehensive about taking it on, but am VERY glad that I did. I have learned so much in this course, and continually look forward to the next week to see what we get to do next.  
  
The MBA program in general is designed to teach the theory of business. This class actually lets us see that theory in action. It allows us to try our hand at opening a real business with minimal risk. It's an amazingly innovative and progressive teaching method that I am happy I could be a part of. I look forward to seeing more classes in virtual space being offered, and will sign up for them immediately. Thu, Jun 24, 2010 3:31 PM [Find...](#)

answered question 12

skipped question 0

10. The Bard Center for Entrepreneurship is designing a new web site and is looking for student quotes about [Download the classes that the Center offers](#). Do you have a quote about this Virtual Entrepreneurship class that you would like to submit for inclusion? (unless you add your name it is an anonymous quote)? If you want to submit a quote about your thoughts regarding the class (please be kind), please enter it below:

Response  
Count

 Hide replies

9

- |  |                            |                         |
|--|----------------------------|-------------------------|
| 1. A completely new and exciting business experience that is unlike any other MBA class.   | Wed, Jun 30, 2010 8:07 PM  | <a href="#">Find...</a> |
| 2. Second Life provides an excellent incubator to develop a business idea and see it through to its launch. These applications are identical to those principles faced in the real world and provide excellent practice for any entrepreneur.  | Wed, Jun 30, 2010 4:41 PM  | <a href="#">Find...</a> |
| 3. I think this is a great tool in learning what it takes to set up a business. What is learned in the virtual world can be taken into the real world. Without the start up costs of real dollars.   | Wed, Jun 30, 2010 11:12 AM | <a href="#">Find...</a> |
| 4. A lot of work. too much for an 8 week semester. May be a perfect amount for a 16 week semester. But there is too much and too time consuming.   | Tue, Jun 29, 2010 5:02 PM  | <a href="#">Find...</a> |
| 5. The ability to actually apply everything you learned to a business in a virtual environment, something that is much more involved than just reading a book and taking tests!  | Sun, Jun 27, 2010 12:19 PM | <a href="#">Find...</a> |
| 6. Start a business in Second Life for a fraction of the cost of real life.  | Sun, Jun 27, 2010 9:50 AM  | <a href="#">Find...</a> |
| 7. Virtual Entrepreneurship was more exciting and rewarding than I had expected. Experimenting online gave us a great way to prototype all the aspects of running a business in the real-world with less risk and more people dressed like large kittens. Overall it was a blast.  | Sat, Jun 26, 2010 9:12 AM  | <a href="#">Find...</a> |
| 8. Virtual Entrepreneurship gives students the opportunity to be creative, to draw on their personal skills and interests in a real (yet virtual) venture, and does so without the normal cost associated with a business startup. It is different than any other class I have taken. The class integrated all of the business skills I have developed as a student in the MBA program, but in an interactive environment, and has therefore been a great stepping stone towards starting a business in the real world.  | Fri, Jun 25, 2010 2:18 PM  | <a href="#">Find...</a> |
| 9. Well I think the best quote I could provide is actually part of my last answer. For simplicity, I'll copy it in this box:<br><br>"The MBA program in general is designed to teach the theory of business. This class actually lets us see that theory in action. It allows us to try our hand at opening a real business with minimal risk. It's an amazingly innovative and progressive teaching method that I am happy I could be a part of. I look forward to seeing more classes in virtual space being offered, and will sign up for them immediately. - Dr. Adam Black, O.D." | Thu, Jun 24, 2010 3:31 PM  | <a href="#">Find...</a> |

answered question 9

skipped question 3