

# 1. 교과목 개요

## 가. 교과목명(학기, 이수구분 등)

교과목명	MAKING MONEY DOING WHAT YOU LOVE		
학 기	2017-2	교과구분	전공 ( ) 교양( √ )

## 나. 교과목 학습목표 및 소개

### Course Objective:

The objective of this course is specially designed to take IDEAS in the students' heads, and the DREAMS in their hearts, and to put them into practice. To help the students realise that they can make money (do business) doing what they love. The course contents provide easy, practical steps for non-business students to understand. Most importantly, the course provides ways to do business without the need to spend or invest a lot of money. Students can launch a business very quickly with nothing more than an idea and a Facebook page.

### Course Description:

This course comprises of 10 videos that is described with course topic and content below

## 다. 강의방법 및 자료매체

### (1) 강의방법

Course Method: Illustration with diagrams, images, practical examples, and explanations

### (2) 강의자료 유형

Course Materials: Video with PPT

## 2. 공개강의 콘텐츠 과목 주차별 수업 운영 계획

주차	차시별 학습내용	강좌운영방법		
		수업방법	학습자료	비고
1	Finding Your Motivation: <ul style="list-style-type: none"> <li>• Starting with a story</li> <li>• Making it work</li> <li>• Your version of success</li> <li>• When your passion is your why</li> <li>• Pressing on and pushing through</li> </ul>	Video 1		
2	Fear is Normal: <ul style="list-style-type: none"> <li>• Starting with fear</li> <li>• Overcoming doubt &amp; eliminate excuses</li> <li>• Failure is good</li> <li>• Who are you fighting for?</li> <li>• Pushing past your fear</li> </ul>	Video 2		
3	A Battle Plan to Win: <ul style="list-style-type: none"> <li>• Be humble and have a thick skin</li> <li>• Failure is a lesson and weed out the</li> <li>• Negative</li> <li>• Be authentic</li> <li>• Listen up</li> <li>• Buckle up</li> </ul>	Video 3		
4	Permission to Dream: From Dreaming to Doing <ul style="list-style-type: none"> <li>• Phase 1: I Wish and I Will</li> <li>• Phase 2: Plan, Plan, Plan</li> <li>• Phase 3: Ta-da!</li> <li>• Phase 4: Regroup, Sponge, Team up</li> <li>• Phase 5: Juggling business as usual</li> </ul>	Video 4		
5	Play to Your Strengths: <ul style="list-style-type: none"> <li>• 3 Steps to play your strengths</li> <li>• Start your day the night before</li> <li>• Build your skills</li> <li>• Overcome roadblocks</li> <li>• Get personal               <ul style="list-style-type: none"> <li>✓ Save space for your loved ones</li> <li>✓ Live a healthy life</li> <li>✓ Make fun a priority</li> </ul> </li> </ul>	Video 5		
6	Steps to Maximize Your Resources: <ul style="list-style-type: none"> <li>• Step 1: Revisit your “why”</li> <li>• Step 2: Define your “what”</li> <li>• Step 3: Plan your “how”</li> </ul>	Video 6		

7	<p>Best Business Practices that Increase Productivity:</p> <ul style="list-style-type: none"> <li>• Focus on creating value at work</li> <li>• Say “no” to distractions</li> <li>• Cap your business meetings at just 15 minutes</li> <li>• Don’t be so reactive</li> <li>• Don’t forget your employees</li> </ul>	Video 7		
8	<p>How to Profit from Your Passion?</p> <ul style="list-style-type: none"> <li>• More than just passion</li> <li>• Make something better</li> <li>• Brainstorm to monetize each passion</li> <li>• Get outside of your comfort zone</li> <li>• Get creative with money</li> </ul>	Video 8		
9	<p>Marketing Your Business for FREE:</p> <ul style="list-style-type: none"> <li>• Create local awareness</li> <li>• Increase lead generation and customer engagement with email marketing</li> <li>• Leverage social media</li> <li>• Stand on shoulders of your customers</li> <li>• Connect with high-profile influencers</li> </ul>	Video 9		
10	<p>Take Your Business to the Next Level:</p> <ul style="list-style-type: none"> <li>• Branching out</li> <li>• Find new ways to sell your product</li> <li>• Introduce new products and services that add value</li> <li>• Reorganize your company to better serve customers</li> <li>• Improve on productivity, efficiency and effectiveness</li> </ul>	Video 10		

### 3. 활용 계획 및 기대효과

#### 1. For pedagogical benefits:

- 1) **Facilitate thinking and problem solving.** There is a strong connection between visual images and sound to communicate a topic is engaging to the memory process, and the recall of new knowledge
- 2) **Assist with mastery learning.** In some cases, video can be as good as an instructor in communicating facts or demonstrating procedures to assist in mastery learning where a student can view complex clinical or mechanical procedures as many times as they need to
- 3) **Inspire and engage students.** There is strong evidence that digital video can inspire and engage students when incorporated into student-centered learning activities

through:

- increased student motivation
- enhanced learning experience
- development potential for deeper learning of the subject
- learning resources for future cohorts to use

**2. For studies:**

- 1) Most importantly, students are provided with a powerful tool that can be used for review, to supplement materials covered in class, or to provide instruction that is easily accessible
- 2) Students can use the recorded lectures to catch up on missed lectures and as a revision tool for exams and assessments, and the recorded lectures can also be a useful learning tool
- 3) Students can easily use the blended teaching methods which incorporate both lecture recordings and live lectures
- 4) Students can access lecture recordings anytime throughout the academic semester and especially when preparing for assessments and exams
- 5) Students can view specific sections of recordings to reinforce their understanding of concepts, instead of viewing lecture recordings in their entirety
- 6) Students with lower academic achievement can access recorded lectures more frequently and view the lecture in its entirety
- 7) Some studies claim that recorded lectures have little to no effect on student results (Leadbeater et al. 2013), whilst Von Kinsky et al. (2009) suggest that higher-achieving students tend to supplement recorded with live lectures. While Traphagan et al. (2009) and Phillips et al. (2011) suggest that more frequent access to recorded lectures leads to more positive results and learning behaviours

**3. For lecturer:**

- 1) Lecturer can master the skills to capture the course content into the video recordings
- 2) Lecturer can design video recordings that utilize different pedagogical benefits to suit the target students. Lecturer has a good opportunity for staff development in terms of planning, designing, and conducting effective video recordings