

SYE6620: AI- BASED MEDIA ENTREPRENEURSHIP

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

AI- Based Media Entrepreneurship

Subject Code

SYE - Systems Engineering

Course Number

6620

Academic Unit

Systems Engineering (SYE)

College/School

College of Engineering (EG)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course explores the intersection of generative **artificial intelligence (GenAI)**, **media innovation**, and **entrepreneurship**, with a view to equip engineering students to leverage AI tools for disruptive ventures with the support of multiple, social and we media. Through case studies, teamwork, and hands-on projects, students will analyze AI-driven trends and develop entrepreneurial strategies for specific markets. Action-based learning activities include AI applications in content creation, background and speaker design, distribution, marketing, and audience engagement. Ethical challenges and business model innovation are also covered. Collaborative group projects will simulate real-world media-based entrepreneurship, requiring students to design AI-powered media prototypes and pitch business plans. By fostering critical thinking, creativity, and teamwork, the course prepares learners to lead in the evolving media landscape of innovation and entrepreneurship.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if DEC-A1 app.)	DEC-A1	DEC-A2	DEC-A3
1. Analyze the impact of AI on media industries, including opportunities and ethical dilemmas.		x		
2. Develop innovative business models integrating AI tools for content creation, distribution, and monetization.				x
3. Evaluate case studies of successful AI-driven media startups and their strategies.			x	
4. Design a prototype product and business plan for an AI-enhanced media venture.			x	x
5. Critique the societal implications of AI in media, including bias, privacy, and misinformation.		x		

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1. Lectures	Lectures Foundational concepts (AI algorithms, media economics, lean startup principles).	1, 2, 4	
2. Case Studies	Analysis of companies like Netflix (recommendation systems), BuzzFeed (AI-driven content), and startups using generative AI.	3	

3	Group Discussions	Debates on AI ethics, intellectual property, and market gaps.	2, 5	
4	Team Projects	Develop and pitch an AI-powered media venture (e.g., AI news aggregator, AR storytelling app).	1, 2, 3, 4, 5	
5	Guest Speakers	Industry experts from AI startups, media innovators, and venture capitalists.	3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Group Project (Business Plan + Prototype)	2, 3, 5	45	-	No
2	Individual Case Study Report	1, 4	20	-	No
3	Midterm Exam (MCQ + Short Essay)	1, 2	20	-	No
4	Participation (Discussions/ Pitches)	1, 2, 3, 4	15	-	No

Continuous Assessment (%)

100

Examination (%)

0

Examination Duration (Hours)

0

Minimum Continuous Assessment Passing Requirement (%)

50

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)**Assessment Task**

Group Project (Business Plan + Prototype)

Criterion

Problem demanding, idea creativity, product feasibility, market feasibility and financial feasibility

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Individual Case Study Report

Criterion

Problem demanding, idea creativity, product feasibility, market feasibility and financial feasibility

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Midterm Exam (MCQ + Short Essay)

Criterion

AI ethics recognition, AI business flow

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Participation (Discussions/Pitches)

Criterion

>80%, 70%, 60%, 50%, <50%

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

- AI basics, media disruption
- Generative AI, deepfakes, tools
- Lean startup, business models
- Big data, personalization, NLP
- Automated writing, ethics
- Hands-on prototyping
- Subscription, ads, blockchain
- Bias, privacy, regulation
- Scaling, fundraising
- Mentorship, iterative design
- Pitch feedback, refinement
- Metaverse, Web3, final Q&A

Reading List**Compulsory Readings**

Title	
1	Ferrier, M., & Mays, E. (2017). Media innovation and entrepreneurship. Rebus Community.
2	Eric Ries (2010) The Lean Startup by (entrepreneurship framework).
3	Prakash, G., & Sabharwal, D. (2024). AI Revolution in Online Media: Transforming Content Creation, Distribution, and Consumption. Media and AI: Navigating, 179.

Additional Readings

	Title
1	Divya, V., & Mirza, A. U. (2024). Transforming content creation: The influence of generative AI on a new frontier. Exploring the frontiers of artificial intelligence and machine learning technologies, 143.
2	Amato, G., Behrmann, M., Bimbot, F., Caramiaux, B., Falchi, F., Garcia, A., ... & Vincent, E. (2019). AI in the media and creative industries. arXiv preprint arXiv:1905.04175.
3	Prasad, R., & Makesh, D. (2024). Impact of AI on Media & Entertainment Industry. Media & Journalism Transformations-Emerging Trends and Paradigm Shifts. Bingley: Emerald Publications, 41-71.
4	Zohny, H., McMillan, J., & King, M. (2023). Ethics of generative AI. Journal of medical ethics, 49(2), 79-80.
5	Sichach, M. (2024). Media Convergence and Artificial Intelligence: Transforming Communication and Content Creation. Available at SSRN 4947632.
6	Khajeheian, D. (2017). Media entrepreneurship: A consensual definition. AD-minister, (30), 91-113.