

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
INNOVATION and TECHNOLOGY MANAGEMENT	ULY3110859	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Fatih PINARBAŞI				
<b>Name of Lecturer(s)</b>	Assist.Prof. Fatih PINARBAŞI				
<b>Assistant(s)</b>					
<b>Aim</b>	Having information about developing technology and R & D activities, Having about product development activities and processes and Having information about product management.				
<b>Course Content</b>	This course contains; Explaining the concept of technology and its historical development,Technology, innovation and innovation concepts,Tell the Innovation management,Innovation management and Learning processes,Creativity concept,Competition strategies and mergers,Innovation and innovation concepts and processes,Simultaneous engineering and Simultaneous engineering teams,Product life curve and product life curve strategies,Integrated product development,Sequential and simultaneous product development, resource determination,Design changes,High technology and marketing,The life curve of high-tech products and the innovation curve of consumers.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Will be able to express the Definition, Purposes, Importance and Functions of Technology Management.			10, 12, 13, 16, 9	A	
1.1. Explain the development of the history of technology.			10, 12, 13, 16, 9	A	
1.2. Identify scientists and services that serve technology and product development.			10, 12, 13, 16, 9	A	
1.3. Express technology management from past to present.			10, 12, 13, 16, 9	A	
2. Will be able to express the difference between technology and different concepts.			10, 12, 13, 16, 9	A	
2.1. Tell the techno-economic teaching approach.			10, 12, 13, 16, 9	A	
2.2. Define the concept of innovation.			10, 12, 13, 16, 9	A	
2.3. Explain the historical development of technology.			10, 12, 13, 16, 9	A	
3. Technology management models will be able to express knowledge and learning.			10, 12, 13, 16, 9	A	
3.1. It refers to process and product innovations.			10, 12, 13, 16, 9	A	
3.2. Tell the growth models in technology.			10, 12, 13, 16, 9	A	
3.3. Define the differences and types of learning and knowledge concepts.			10, 12, 13, 16, 9	A	
4. Will be able to explain the characteristics and innovation processes of technology companies.			10, 12, 13, 16, 9	A	
4.1. Define the characteristic features of technology companies.			10, 12, 13, 16, 9	A	
4.2. Define the approaches of the innovation process.			10, 12, 13, 16, 9	A	
4.3. Define the innovation stages.			10, 12, 13, 16, 9	A	
5. Will be able to present the concepts and strategies required for companies to compete and improve themselves.			10, 12, 13, 16, 9	A	
5.1. Define creativity and its tools.			10, 12, 13, 16, 9	A	
5.2. Explain the importance of globalization, merger and its types.			10, 12, 13, 16, 9	A	
5.3. Explain competitive strategies.			10, 12, 13, 16, 9	A	
6. Will be able to define competitor analysis and innovation types.			10, 12, 13, 16, 9	A	
6.1. Analyze the competitors in the industry.			10, 12, 13, 16, 9	A	
6.2. It demonstrates product adequacy and technology adequacy.			10, 12, 13, 16, 9	A	
6.3. Explain the types of innovation and the concepts of innovation according to generations.			10, 12, 13, 16, 9	A	
7. Will be able to reveal and interpret advanced technology products and their differences.			10, 12, 13, 16, 9	A	
7.1. Explain the concept of sequential and simultaneous product development, expresses resource allocation.			10, 12, 13, 16, 9	A	
7.2. It defines the differences of those who use the features of high technology products and the strategies applied.			10, 12, 13, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Explaining the concept of technology and its historical development				
2	Technology, innovation and innovation concepts				
3	Tell the Innovation management				
4	Innovation management and Learning processes				
5	Creativity concept				
6	Competition strategies and mergers				
7	Innovation and innovation concepts and processes				
8	Simultaneous engineering and Simultaneous engineering teams				
9	Product life curve and product life curve strategies				
10	Integrated product development				
11	Sequential and simultaneous product development, resource determination				
12	Design changes				
13	High technology and marketing				
14	The life curve of high-tech products and the innovation curve of consumers				

Evaluation Methods	Weight(%)
Midterm Exam	40
General Exam	60

Resources
<ol style="list-style-type: none"><li>1. Innovation, Harvard Business Review, Optimist Publishing,</li><li>2. Making Innovation, Kumar Nochur, Optimist Publishing, Feray Odman Çelikçapa ve Sait Kaygusuz "</li><li>3. Teknoloji Yönetimi" Dora Publishing 2012.</li></ol>