

**School of Fine Arts Design and Architecture / Architecture (English)**

**2023 - 2024 Academic Year**

**DESIGN ENTREPRENEURSHIP**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
DESIGN ENTREPRENEURSHIP	ARC3211807	Spring Semester	2+2	3	4
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Mustafa ERDEM				
<b>Name of Lecturer(s)</b>	Assist.Prof. Fahrettin Ersin ALACA				
<b>Assistant(s)</b>					
<b>Aim</b>	Theoretical and practical implementation of scientific design principles, methods and skills in a business entrepreneurship.				
<b>Course Content</b>	This course contains; Introductory presentations on design thinking and design entrepreneurship, Presentation on key concepts and methods of service design, design research and business-minded problematization. ,Begin of research activities for the determination of project topics. Presentation of examples from business and design literature, Presentation of design research techniques and determination of project groups, Research studies for the determination of group projects and introduction of group member roles such as CEO, CFO, Distribution of member roles. Group presentations and project development studies, Midterm, Persona creation and scenario building techniques in design. Group presentations and project development studies, Market analysis by a guest lecturer on design entrepreneurship. Group presentations and receiving critiques by the guest lecturer, Presentation of "design sprint" and "design agile" concepts and a training study for group members. Group presentations and project development studies, Market analysis by a guest lecturer on design entrepreneurship. Group presentations and receiving critiques by the guest lecturer, Final preparation presentations by each group and project finalization studies, Final presentation of group works for jury..				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Theoretical and practical implementation of scientific design principles, methods and skills in a business entrepreneurship.			3		
<b>Teaching Methods</b>	3: Problem Based Learning Model				
<b>Assessment Methods</b>					
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introductory presentations on design thinking and design entrepreneurship.				
2	Presentation on key concepts and methods of service design, design research and business-minded problematization.				
3	Begin of research activities for the determination of project topics. Presentation of examples from business and design literature				
4	Presentation of design research techniques and determination of project groups.				
5	Research studies for the determination of group projects and introduction of group member roles such as CEO, CFO.				
6	Distribution of member roles. Group presentations and project development studies.				
7	Presentation of the role of design and cultural heritage in entrepreneurship. Group presentations and project development studies.				
8	Midterm				
9	Persona creation and scenario building techniques in design. Group presentations and project development studies.				
10	Market analysis by a guest lecturer on design entrepreneurship. Group presentations and receiving critiques by the guest lecturer.				
11	Presentation of "design sprint" and "design agile" concepts and a training study for group members. Group presentations and project development studies.				
12	Market analysis by a guest lecturer on design entrepreneurship. Group presentations and receiving critiques by the guest lecturer.				
13	Final preparation presentations by each group and project finalization studies				
14	Final presentation of group works for jury.				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		50			
General Exam		50			

<b>Resources</b>
Business Model Generation / Alexander Osterwalder and Yves Pigneur Designing Brand Identity by Aline Wheeler The Brand Gap: How to bridge the distance between business strategy and design by Marty Neumeier