

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

2023 - 2024 Academic Year

ENTREPRENEURSHIP and INNOVATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ENTREPRENEURSHIP and INNOVATION	ARC3115241	Fall Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Mustafa ERDEM				
Name of Lecturer(s)	Lect.Dr. Kutay GÜNEŞTEPE				
Assistant(s)					
Aim	Introduction of knowledge and practices employed while realizing innovative ideas with an entrepreneurial approach and experiencing related practices.Developing an understanding of Entrepreneurship and Innovation.Drawing the relationships between Entrepreneurship and Innovation.Applying entrepreneurship and innovation practices.				
Course Content	This course contains; Basic concepts of entrepreneurship and innovation, and their relationships,Social entrepreneur, innovation, and entrepreneurship,Creativity and creative thinking,Sources of innovation and assessment of opportunities,Search strategies of innovation and open innovation,Entrepreneurship within organizations,Lean startup approach, empathy and value proposition canvas,Midterm,Business model and business model canvas,Business plan and risk management,New venture foundation, types and context,Resources required for new ventures,Entrepreneurial growth and performance,National and international support systems.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Explains the basics of entrepreneurship and innovation.2. Relates the concepts of entrepreneurship and innovation.3. Explains the commercialization process of innovative ideas through new ventures.4. Relates entrepreneurial activities with national systems that support innovation and entrepreneurship.			10, 14, 16, 9	A, E	
Teaching Methods	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Basic concepts of entrepreneurship and innovation, and their relationships				
2	Social entrepreneur, innovation, and entrepreneurship				
3	Creativity and creative thinking				
4	Sources of innovation and assessment of opportunities				
5	Search strategies of innovation and open innovation				
6	Entrepreneurship within organizations				
7	Lean startup approach, empathy and value proposition canvas				
8	Midterm				
9	Business model and business model canvas				
10	Business plan and risk management				
11	New venture foundation, types and context				
12	Resources required for new ventures				
13	Entrepreneurial growth and performance				
14	National and international support systems				
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			
Resources					
1. John Bessant and Joe Tidd. (2015). Innovation and Entrepreneurship, Wiley					
2. Donald F. Kuratko. Entrepreneurship. Theory, Process, Practice. South-Western College Publishing.					