

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 | ARC3215241 | Spring 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) | | | | | |
| 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. |