



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship and Innovation Management							
Course Code		SYB226		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The course aims to introduce students to the processes of defining new business opportunities, making business plans within the framework of these opportunities and making business plans for research and new initiatives, as well as to discuss innovation management at the level of expertise in the organizational context from a strategic and operational perspective. Students are encouraged to produce creative ideas that are open to commercial benefit for new initiatives. Turning creative ideas into successful business ventures is a difficult task that requires creativity, good understanding of the business environment and the market, careful planning, risk management and business management capabilities. This course is designed to cover the set of entrepreneurial thinking about creating new initiatives, creativity and Idea development, evaluating interventional opportunities, conducting feasibility studies and market research, planning location and capacity with marketing plan and financial preparation, legal issues and risk analysis, providing strategic tools, equipment and a framework for the innovation process, as well as the importance of analytical and interpersonal							
Course Content		Introduction, general definitions and concepts related to innovation and innovation management. Objectives/objectives, rules, processes, culture and types of innovation. Remarks on Team innovation and brainstorming. Examples Of Application Of Innovation Process. Creativity, importance, definitions and concepts. Two theories and examples of creativity. Innovation Organization and entrepreneurship. New product and service development							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Prof. Murat ŞENTUNA							

Prerequisites & Co-requisites

ECTS Requisite	45
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Innovation and entrepreneurship, Mustafa Şeref Akın, Sürat Üniversite Yayınları, 2014
2	Innovation, Harvard Business Review, Optimist Publishing, 2014
3	Oslo Manual, collection of data and principles to the interpretation of Innovation, TUBITAK Publications, 2005.
4	Reverse Innovation, Chris Trimble, Vijay Govindarajan, Modus Book, 2013.
5	Yeni Ürün Geliştirmede İnovasyon, Serkan Kılıç, Seçkin Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurship and general concepts
2	Theoretical	Efficient use of resources and creating new resources, change management, creativity and innovation skills, entrepreneurship and entrepreneurial behavior.
3	Theoretical	Individual SWOT analysis and strategic road mapping, definition of innovation.
4	Practice	SWOT analysis and strategic road map creation methods of application.
5	Theoretical	Examination of the Oslo Manual.
6	Theoretical	Objectives of innovation activities, innovation, social, economic and political dimension.
7	Theoretical	Innovation types, product innovation, process innovation, marketing innovation, organizational innovation.
8	Intermediate Exam	Mid term
9	Theoretical	Innovation management.
10	Practice	SWOT analysis and strategic road map creation application.
11	Theoretical	Success in innovation, cooperation in innovation, the benefits to business of innovative ideas and perspectives.
12	Theoretical	The relationship with R & D and innovation management.



13	Theoretical	Innovation and competition.
14	Final Exam	Final exam.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	3	10	2	36
Midterm Examination	1	9	1	10
Final Examination	1	11	1	12
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to defend the proposed solutions
2	To be able to be aware of their own knowledge and skill levels
3	To be able to take decision for operational and tactical decisions
4	It is expected that innovation management will use its tools to identify innovation activities and that this will be reflected in entrepreneurship.
5	To gain competitive advantage in the market, it is expected to show an understanding of the strategic relationship between entrepreneurship and organizational innovation processes.

Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

