



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		R & D and Innovation Management							
Course Code		İŞT260		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To enable students to comprehend the concepts of technology, R&D and innovation and their importance in terms of competitiveness of enterprises, to provide information about R&D, innovation and intellectual property rights							
Course Content		Concepts related to R&D and innovation management, Importance of innovation management for enterprises, Innovation development in enterprises, Innovation sources and types, Innovation creation processes, Research and Development, Intellectual Property Rights, protection and promotion of these rights							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Lec. Zekiye ÇAMLICA							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yenilikçilik, Harward Business Review, MESS Yayınları
2	Ar-Ge Mucizesi, TÜBİTAK Yayınları
3	R & D and Innovation Management Textbook
4	Lecture Notes

Week	Weekly Detailed Course Contents	
1	Theoretical	The importance of technology and innovation in business history
2	Theoretical	R&D, innovation and innovation management concepts
3	Theoretical	Technology, R&D, Innovation and Creativity
4	Theoretical	The importance of innovation management for businesses
5	Theoretical	Innovation in enterprises and development of innovation ability
6	Theoretical	Environmental factors in innovation
7	Theoretical	Sources and types of innovation
8	Theoretical	Innovation processes
9	Intermediate Exam	Midterm Exam
10	Theoretical	Creative thinking techniques
11	Theoretical	Research & Development
12	Theoretical	Research and Development Projects and Technological Innovation
13	Theoretical	Intellectual Property Rights
14	Theoretical	Protection and promotion of intellectual property rights
15	Theoretical	R&D and Innovation supports
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	1	1	2
Midterm Examination	1	2	1	3



Final Examination	1	2	1	3
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To define the concepts of innovation and R&D
2	To comprehend the importance of R&D and innovation for businesses
3	To explain innovation process in business
4	Expressing the types of innovation
5	To provide information about intellectual property rights and protection of these rights

Programme Outcomes (Business Administration Management)

1	To be able to use the theoretical knowledge in business management in working life
2	Having the ability to use the management functions of the business and following new management techniques
3	To be able to fulfill the legal responsibilities of the operator, to have the knowledge and equipment to follow and implement the relevant legislation
4	To be able to use the information and communication technologies at the level required by the field, to adapt the new technologies to the operating systems by following the technological changes
5	To identify, analyze and bring solutions to problems encountered in professional practice
6	Managing business financing; bringing a solution to the financial problems by making the financial analysis of the business
7	Gaining the ability to manage the business by ensuring that the human resources operate and develop efficiently in line with business objectives
8	To be able to comprehend the basic functions of production and marketing as a whole and to be able to apply new production and marketing techniques
9	To be able to perform cost calculations in enterprises, to hold accounting records, to prepare financial statements and to be able to interpret
10	Having professional ethical values sought in the qualified personnel required by the market, and able to use Turkish language effectively in written and oral communication; To be able to have professional foreign language knowledge that can make international correspondences related to the field
11	Having analytical analysis, interpretation, evaluation and solution skills of field related information
12	To be able to follow and apply current and economic developments in national and international framework related to his / her profession

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	3	3	3	3
P2	3	3	3	3	3
P3					3
P4	4	5	5	4	3
P12	2	2			

