



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Innovation at Tourism Businesses							
Course Code		TRZM213		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to tell basic concept of knowledge and innovation management, types, model and processes.							
Course Content		Defining innovation, Managing innovation							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)		Lec. Erhan COŞKUN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Innovation Management in Hotel Businesses - Doç. Dr. Mahmut Demir, Doç. Dr. Şirvan Şen Demir
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Week	Weekly Detailed Course Contents	
1	Theoretical	Innovation and concepts related to innovation
2	Theoretical	The importance of innovation management in tourism businesses
3	Theoretical	Factors that cause to innovation in tourism sector
4	Theoretical	Innovation types, product and process innovation
5	Theoretical	Innovation types, radical and gradual innovation
6	Theoretical	The importance of product and process innovation on the competitiveness of firms
7	Theoretical	Innovation resources
8	Intermediate Exam	Mid-term exam
9	Theoretical	Innovation strategies
10	Theoretical	Innovation process
11	Theoretical	Process of new product development in tourism
12	Theoretical	The importance of timing in innovation management
13	Theoretical	The importance of technology in innovation management
14	Theoretical	Developments occurring in the area of innovation management in the tourism sector
15	Theoretical	General evaluation

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Learning basic concepts of innovation and knowledge management
2	Understanding innovation that is controllable process
3	Choose suitable way for difficulty related to innovation management
4	To comprehend the types of innovation



5	Learning the applications of innovation in tourism enterprises
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Programme Outcomes (Cooking)

1	An ability to use theoretical knowledge in practice
2	Ability to work in teams, including interdisciplinary
3	An ability to manage a process to meet requirements
4	An ability to identify and solve problems in professional practice
5	Awareness of professional ethics and responsibility
6	Awareness of the necessity of lifelong learning and the ability to realize this
7	Ability to have knowledge about sectoral problems
8	An ability to understand and apply professional legal regulations
9	Ability to communicate effectively
10	Ability to use communication tools and other professional tools and techniques
11	An ability to plan and implement professional processes
12	Ability to communicate in a foreign language
13	Professional self-confidence skills
14	Entrepreneurship skills
15	Ability to understand and apply social and social responsibilities

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

	L1
P1	5

