



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Innovation Economy							
Course Code		EFN581		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to increase the awareness of students about innovation and to provide them with information on how to transform creative thinking into innovation. Basic topics such as R&D, invention, innovation, technology and entrepreneurship will be covered. In particular, the differences, types, new paradigms and socio-economic effects of the concepts will be examined.							
Course Content		Entrepreneurship, R&D, innovation, innovation concepts, the place and importance of entrepreneurship and innovation in our country and the world economy, types of entrepreneurship and entrepreneur's characteristics, creativity and entrepreneurial business idea concept, applications on business idea and creativity, business models and new technology entrepreneur strategies, Business plan concept and its elements; financial plan, marketing plan, business plan concept and its elements; market research, management plan, production plan, Points to be considered in preparing a business plan, Applications for business plan elements and business plan preparation, Technology enterprises strategies, Examination and discussion of some business plans selected on a sectoral basis, especially the Civil Engineering Industry, supports.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	The Global Perspectives on Technology Transfer and Commercialization; Building innovative ecosystem, Editor; John Sibley Butler ve David V. Gibson, USA, 2011.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurship, Ar-Ge, invention, innovation concepts
2	Theoretical	The place and importance of entrepreneurship and innovation in our country and the world economy,
3	Theoretical	Types of Ar-Ge and innovation: Product innovation, process innovation- radical innovation and stepwise innovation
4	Theoretical	The Source and Barriers to Innovation, the importance of innovation for the company and the country
5	Theoretical	Measuring Innovation, methods and tools
6	Theoretical	İnovasyonun korunması; Patent, Ticarî Sır, Marka ve Tasarım
7	Theoretical	Information, Innovation and Competitiveness relationship
8	Intermediate Exam	Midterm
9	Theoretical	Corporate Innovation Management
10	Theoretical	Leadership in Innovation Management: Managing Diversity
11	Theoretical	Brand and Innovation
12	Theoretical	Technology businesses strategies
13	Theoretical	Innovative examples from Turkey
14	Theoretical	Project Presentations
15	Theoretical	Project Presentations
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	7	2	2	28



Midterm Examination	1	10	1	11
Final Examination	1	15	1	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to understand the concepts of innovation, R&D and entrepreneurship
2	Understanding the types of entrepreneurship and innovation
3	Having the necessary skills for conducting R&D, innovation and entrepreneurship activities
4	To understand business idea development and business plan preparation methods
5	Having the knowledge to access the financial resources required for the enterprise

Programme Outcomes (*Economics and Finance Interdisciplinary Master*)

1	To be able to use the basic concepts in the field of economics and finance correctly
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics and finance
3	To be able to analyze economical and financial events theoretically and empirically
4	To be able to evaluate any economical and financial problem in accordance with scientific principles
5	To be able to prepare solutions for an economical or financial problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications
7	To be able to prioritize scientific methods and ethical principles in economics and finance while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics and finance
9	To be able to create value for economics and finance profession as a professional identity

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	4	4	3	4	4
P2	3	5	4	4	5
P3	4	3	4	5	4
P4	4	5	3	4	4
P5	3	3	4	3	5
P6	5	4	4	3	4
P7	4	4	3	4	5
P8	3	3	3	4	5
P9	4	3	4	3	3

