



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship and Innovation							
Course Code		İKYL525		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	130 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to examine the concepts of creativity, innovation and entrepreneurship together and to explain the importance of innovation in terms of firms and entrepreneurs.							
Course Content		The process of identifying new business opportunities, making business plans and researching new opportunities within these opportunities, and creating business plans for new initiatives, as well as creating innovative ideas for commercial ventures for new ventures, creating entrepreneurial thinking sets, creativity and ideas about creating new ventures, feasibility studies and market research, marketing planning and financial preparation, as well as space and capacity planning, legal issues and risk analysis, strategic tools for innovation process, equipment and a framework, as well as analytical and interpersonal relationships for organizational intervention and development It is designed to cover topics such as the importance of talents.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Beyza ERER							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Chesbrough, H. (2003). Open Innovation: The New Imperative for Creating and Profiting from Technology. Harvard Business School Press.
2	Kuratko, D.F.. and Hodgetts, RM. 2009. Entrepreneurship: Theory, Process, Practice, 8th ed., South-Western

Week	Weekly Detailed Course Contents	
1	Theoretical	Creativity concept and scope
2	Theoretical	Innovation concept and scope
3	Theoretical	Entrepreneurship concept and scope
4	Theoretical	Entrepreneurship and innovation in the history of economic thought
5	Theoretical	Microeconomics of innovation
6	Theoretical	Macroeconomics of innovation
7	Theoretical	Innovation sources and types of innovation in companies
8	Theoretical	Innovation management in companies
9	Intermediate Exam	Midterm Exam
10	Intermediate Exam	Midterm Exam
11	Theoretical	Innovation strategies in companies
12	Theoretical	Dimensions of entrepreneurship as firm behavior
13	Theoretical	Entrepreneurship models in level of firm
14	Theoretical	Entrepreneurship, innovative thinking and competitiveness
15	Final Exam	Final Exam
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	12	1	3	48
Individual Work	16	1	1	32
Midterm Examination	1	16	1	17



Final Examination	1	32	1	33
Total Workload (Hours)				130
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Know the concepts of creativity, innovation and entrepreneurs.
2	Analyzes microeconomic and macroeconomic dimensions of innovation.
3	Students learn innovation concept and importance in terms of companies.
4	Comprehend the importance of innovative thinking in entrepreneurship.
5	
6	

Programme Outcomes (Human Resource Management Master)

1	To be able to apply the knowledge gained in the course to human resources
2	To be able to use scientific research techniques
3	To be able to identify, analyze and develop solutions for human resources problems
4	To be able to identify and use business tools, methods and approaches in the field of human resources
5	To have knowledge about current problems of human resources management

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

	L3
P1	3
P3	5

