



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |  |            |   |   |                                  |   |            |   |
|--|---|--|------------|---|---|----------------------------------|---|------------|---|
| Course Title                                     |   | Inovation  |            |   |   |                                  |   |            |   |
| Course Code                                      |   | ÜKK116   |            | Course Level  |   | Short Cycle (Associate's Degree) |   |            |   |
| ECTS Credit                                      | 2 | Workload   | 50 (Hours) | Theory  | 2 | Practice                         | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | In this course; to teach the basic concepts of entrepreneurship and to gain the basic skills that the entrepreneur should have. At the same time, the decision to establish a new business is discussed. |            |   |   |                                  |   |            |   |
| Course Content                                   |   | Entrepreneurship, Intellectual property, trademark, patent and copyright, Business idea, innovation, Business and marketing plan   |            |   |   |                                  |   |            |   |
| Work Placement                                   |   | N/A  |            |   |   |                                  |   |            |   |
| Planned Learning Activities and Teaching Methods |   |  |            | Explanation (Presentation), Discussion, Case Study, Project Based Study |   |                                  |   |            |   |
| Name of Lecturer(s)                              |   |  |            |   |   |                                  |   |            |   |

### Assessment Methods and Criteria

| Method              | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1        | 30             |
| Final Examination   | 1        | 40             |
| Term Assignment     | 1        | 30             |

### Recommended or Required Reading

|   |               |
|---|---------------|
| 1 | Lecture Notes |
|---|---------------|

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | Entrepreneurship concept and features  |
| 2    | Theoretical                     | Entrepreneurship, entrepreneurship development and the foundations of entrepreneurial thinking |
| 3    | Theoretical                     | Entrepreneurship process and functions of entrepreneur   |
| 4    | Theoretical                     | Factors affecting creativity and creativity  |
| 5    | Theoretical                     | Motivation in entrepreneurship. attitudes and behaviors, environments and thoughts.            |
| 6    | Theoretical                     | Innovative approaches in entrepreneurship.   |
| 7    | Intermediate Exam               | Midterm  |
| 8    | Theoretical                     | Intellectual property, trademark, patent and copyright   |
| 9    | Theoretical                     | Business, marketing and production plan preparation  |
| 10   | Theoretical                     | Business, management and financial plan preparation  |
| 11   | Theoretical                     | Writing a business plan  |
| 12   | Theoretical                     | Writing a business plan  |
| 13   | Theoretical                     | Project presentations  |
| 14   | Theoretical                     | Project presentations  |
| 15   | Theoretical                     | Project presentations  |
| 16   | Final Exam                      | Semester final exam  |

### Workload Calculation

| Activity                              | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory                      | 14       | 0           | 2        | 28             |
| Term Project                          | 1        | 10          | 0        | 10             |
| Midterm Examination                   | 1        | 5           | 1        | 6              |
| Final Examination                     | 1        | 5           | 1        | 6              |
| Total Workload (Hours)                |          |             |          | 50             |
| [Total Workload (Hours) / 25*] = ECTS |          |             |          | 2              |

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

|   |  |
|---|--|
| 1 | To have information about entrepreneurship |
|---|--|



|   |  |
|---|--|
| 2 | To have information about intellectual property, trademark, patent and copyright |
| 3 | To create business idea with innovative approach                                 |
| 4 | To be able to prepare business and marketing plan                                |
| 5 | Have knowledge about innovation examples in the world and make comparisons.      |

**Programme Outcomes (Cosmetic Technology)**

|   |   |
|---|---|
| 1 | To know the classification of cosmetic raw materials, for what purpose, in which products and how much they should be used  |
| 2 | Define and classify cosmetics,  |
| 3 | To define, classify toxicity, Toxic substances and detoxification ways of these substances to know. To be able to analyze toxic substances.   |
| 4 | To be aware of the precautions to be taken when working with hazardous chemicals in terms of laboratory safety and human health.  |
| 5 | To have the ability to use basic mathematical methods to produce solutions.   |
| 6 | To be able to define the carrier systems used in cosmetics, to be able to choose the carrier system to be used according to the cosmetic product.   |
| 7 | To know and apply the necessary tests in cosmetic raw materials, intermediate products and finished products.   |
| 8 | Depending on the Atatürk nationalism in accordance with Atatürk's principles and reforms, adopted the national, moral, spiritual and cultural values of the Turkish Nation, and has adopted that the Turkish language is a rich, rooted and productive language; have love and awareness of language; to have the ability to use the foreign language sufficiently to have the pleasure and habit of reading and need professionally. |

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

|    | L1 | L2 | L3 | L4 | L5 |
|----|----|----|----|----|----|
| P8 | 5  | 5  | 5  | 5  | 5  |

