

COURSE DESCRIPTION FORM	
Course Code and Name	BM405 ENTREPRENEURSHIP AND INNOVATION
Course Semester	7
Catalogue Data of the Course (<i>Course Content</i>)	Entrepreneurship, innovation, R&D, invention concepts, entrepreneurship and ethics, business models in entrepreneurship, relationship between innovation and technology, new product development process, competition analysis and strategic collaboration in entrepreneurship, management skills and leadership, business plan and risk management in entrepreneurship, funding of entrepreneurship, entrepreneurship and innovation in the public sector, establishment problems and growth in small businesses, reasons for success and failure in entrepreneurship, entrepreneurship and innovation ecosystem.
Course Textbooks	1. Ries E., "The Lean Startup - How Today's Entrepreneurs use Continuous Innovation to Create Radically Successful Businesses", Crown Business 2011. 2. Bessant J., Tidd J., "Innovation and Entrepreneurship, Wiley 2. Donald F. Kuratko. Entrepreneurship. Theory, Process, Practice", South-Western College Publishing, 2015.
Supplementary Textbooks	1. Blank S., Dorf B., "The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company", Wiley, 2020. 2. Osterwalder A., Pigneur Y., "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers", John Wiley & Sons Inc, 2010.
Credit (ECTS)	2
Prerequisites for the Course (<i>Attendance Requirements</i>)	Attendance is mandatory
Course Type	Compulsory
Language of Instruction	Turkish
Course Objectives	To teach the entrepreneurship, innovation, R&D, invention concepts, entrepreneurship and ethics, business models in entrepreneurship, relationship between innovation and technology, managing new product development process, competition analysis and strategic collaboration in entrepreneurship, management skills and leadership, business plan and risk management in entrepreneurship, funding of entrepreneurship, entrepreneurship and innovation in the public sector, establishment problems and growth in small businesses, reasons for success and failure in entrepreneurship, entrepreneurship and innovation ecosystem.
Course Learning Outcomes	1. Explains the concepts of entrepreneurship, innovation, R&D and invention. 2. Explains the relationship between entrepreneurship and ethics. 3. Defines the relationship between business models, innovation and technology in entrepreneurship. 4. Manages the new product development process. 5. Conducts competitive analysis and strategic cooperation in entrepreneurship. 6. Makes business plans and risk management in entrepreneurship. 7. Explains the sources of financing in entrepreneurship. 8. Explains entrepreneurship and innovation in the public sector. 9. Explains establishment problems and growth in small businesses. 10. Defines the reasons for success and failure in entrepreneurship. 11. Explains the entrepreneurship and innovation ecosystem.
Instruction Method (<i>Face-to-face, Distance education etc.</i>)	Face-to-face
Weekly Schedule of the Course	Week 1: Entrepreneurship, Innovation, R&D, Invention Concepts Week 2: Entrepreneurship and Ethics Week 3: Business Models in Entrepreneurship Week 4: Relationship between Innovation and Technology Week 5: Managing New Product Development Process Week 6: Competition Analysis in Entrepreneurship Week 7: Strategic Collaboration in Entrepreneurship Week 8: Management Skills and Leadership Week 9: Business Plan and Risk Management in Entrepreneurship

	Week 10: Funding of Entrepreneurship Week 11: Entrepreneurship and Innovation in the Public Sector Week 12: Establishment Problems and Growth in Small Businesses Week 13: Reasons for Success and Failure in Entrepreneurship Week 14: Entrepreneurship and Innovation Ecosystem						
Teaching Activities <i>(The time spent for the activities listed here will determine the amount of credit required)</i>	Weekly theoretical course hours: 3 Reading activities Internet search and library work Making a report Preparing and making presentations Midterm and revision for midterm Final exam and revision for final exam						
Assessment Criteria		Number(s)	Weight (%)				
	Midterm exam	1	35				
	Assignment	2	10				
	Application	-	-				
	Project	1	15				
	Practice	-	-				
	Quiz	-	-				
	Final exam	1	40				
	Total		100				
Workload of the Course	Activity	Number of Weeks	Duration (Weekly Hour)	End of Semester Total Workload			
	Weekly theoretical course hours	14	3	42			
	Weekly practical course hours	-	-	-			
	Reading activities	2	1	2			
	Internet search and library work	2	1	2			
	Designing and implementing materials	-	-	-			
	Making a report	3	1	3			
	Preparing and making presentations	1	1	1			
	Midterm and revision for midterm	1	2	2			
	Final exam and revision for final exam	1	3	3			
	Total workload			9			
	Total workload/ 25			2,2			
Course Credit (ECTS)			2				
Contribution Level between Course Outcomes and Program Outcomes	No	Program Outcomes	1	2	3	4	5
	1	Knowledge of mathematics, science, basic engineering, computing, and computer engineering; ability to use this knowledge in solving complex engineering problems.					
	2	Ability to define, formulate and analyze complex engineering problems using basic science, mathematics and engineering knowledge and considering the UN Sustainable Development Goals relevant to the problems addressed.					
	3	Ability to design creative solutions to complex engineering problems; ability to design complex systems, processes, devices, software, algorithms or products to meet current and future requirements, considering realistic constraints and conditions.				X	

	4	Ability to select, use and develop appropriate techniques, resources and modern engineering and informatics tools, including estimation and modeling, for the analysis and solution of complex engineering problems while being aware of their limitations.			X		
	5	Ability to use research methods to examine complex engineering problems or research topics in computer engineering, including reviewing the literature, designing experiments, conducting experiments, collecting data, analyzing and interpreting results.			X		
	6	Knowledge of the effects of engineering practices and the standards used in these practices on society, health and safety, economy, sustainability and environment within the scope of the UN Sustainable Development Goals; awareness of the consequences of engineering solutions in the fields of information security and law.			X		
	7	Acting in accordance with engineering professional principles and knowledge on ethical responsibility; awareness of acting impartially, without discrimination on any issue, and being inclusive of diversity.					X
	8	Ability to work effectively individually and as a team member or leader in intradisciplinary and multidisciplinary teams (face-to-face, remote, or hybrid).			X		
	9	Ability to conduct effective verbal and written communication on technical issues in Turkish or English, prepare reports, make effective presentations and prepare software documentation, considering the various differences of the target audience (such as education, language, profession).				X	
	10	Knowledge of business practices such as project, risk and change management and economic feasibility analysis; awareness of entrepreneurship and innovation.					X
	11	Lifelong learning skill that includes the ability to learn independently and continuously, to adapt to new and developing scientific practices and technologies, and to think inquisitively about technological changes.					X
Lecturer(s) and Contact Information	Lecturer's First/Last Name: Prof. Dr. M. Ali AKCAYOL E-mail address: akcayol@gazi.edu.tr						