



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

<b>Offered by:</b> Endüstri Mühendisliği			
<b>Course Title:</b> INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP		<b>Course Org. Title:</b> INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP	
<b>Course Level:</b> Lisans		<b>Course Code:</b> IND 3931	
<b>Language of Instruction:</b> İngilizce		<b>Form Submitting/Renewal Date</b> 18/02/2013	
<b>Weekly Course Hours:</b> 3		<b>Course Coordinator:</b> YRD.DOÇENT BURCU FELEKOĞLU	
<b>Theory</b>	<b>Application</b>	<b>Laboratory</b>	<b>National Credit:</b> 3
3	0	0	<b>ECTS Credit:</b> 4



DOKUZ EYLUL UNIVERSITY

FACULTY OF ENGINEERING OFFICE OF THE DEAN



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
Industrial Engineering	Elective Course

Wire: 0 232 301 72 15

Fax: 0 232 301 72 10

Access: <http://www.eng.deu.edu.tr>

Address: Dokuz Eylül Üniversitesi Tınaztepe Yerleşkesi 35160 Buca/İZMİR E-mail: [muhendislik@deu.edu.tr](mailto:muhendislik@deu.edu.tr)



DOKUZ EYLUL UNIVERSITY

FACULTY OF ENGINEERING OFFICE OF THE DEAN



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Instructor/s:

YRD.DOÇENT BURCU

Wire: 0 232 301 72 15

Fax: 0 232 301 72 10

Access: <http://www.eng.deu.edu.tr>

Address: Dokuz Eylül Üniversitesi Tınaztepe Yerleşkesi 35160 Buca/İZMİR E-mail: [muhendislik@deu.edu.tr](mailto:muhendislik@deu.edu.tr)



## COURSE / MODULE / BLOCK DETAILS

## ACADEMIC YEAR / SEMESTER

## Course Objective:

This course aims to equip students with an understanding of the main issues in both innovation and entrepreneurship and an appreciation of the relevant theory, models and lessons. It provides examples of different approaches based on real-world applications and experiences of leading organisations from around the world. It also provides an appreciation of the practice of innovation and entrepreneurship applied in emerging technologies and economics, and for sustainability and development.

## Learning Outcomes:

- 1 Ability to define innovation and evaluate its effect on survival and growth
- 2 Ability to identify key characteristics of an entrepreneur
- 3 Ability to describe an organizational environment that supports creativity, entrepreneurship and innovation
- 4 Ability to describe different processes for innovation
- 5 Ability to explain similarities and differences between manufacturing and service operations
- 6 Ability to identify the key stages of the process of creating an innovative new venture
- 7 Ability to describe the factors that influence the diffusion and adoption of innovations
- 8 Ability to explain the importance of knowledge management for innovation and entrepreneurship

## Learning and Teaching Strategies:

Lecture notes will be provided using blackboard and visual presentations. Case study discussions and team work exercises will be performed.

## Assessment Methods:

Name	Code	Calculation formula
Vize	VZ	
Ödev	OD	
Final	FN	
Bütünleme Notu	BUT	
BNS	BNS	$VZ * 025 + D * 025 + FN * 050$



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Bütünleme Sonu Başarı Notu      BBN      VZ \* 025 + D \* 025 + BUT \* 050

Further Notes about Assessment Methods:

Assessment Criteria:

Textbook(s)/References/Materials:

Main Textbook:

Bessant, J. and Tidd, J. (2007) Innovation and Entrepreneurship, John Wiley & Sons

Supplementary Textbooks:

Dodgson, M., Gann, D. and Salter A. (2008) The management of technological innovation: The strategy and practice, Oxford University Press

Tidd, J. and Bessant, J. (2009) Managing Innovation: Integrating technological, market and organizational change, 4th edition, John Wiley and Sons

Course Policies and Rules:

Contact Details for the Instructor:

Yrd. Doç. Dr. Burcu Felekoglu  
Email: burcu.felekoglu@deu.edu.tr  
Tel: 0 232 3017616



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Office Hours:

Will be announced at the beginning of the semester.

Course Outline:

Week	Topics:	Notes:
1	Introduction	
2	Innovation	
3	Entrepreneurship & new ventures	
4	Recognising the opportunity	
5	Innovation process	
6	Innovation process	
7	Developing new products and services	
8	Developing new products and services	
9	Mid-term exam	
10	Knowledge management	
11	Knowledge management	
12	Overview of the semester	
13	Group presentations	
14	Group presentations	



## COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

## ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	13	3	39

## Exams

Final	1	3	3
Midterm	1	2	2

## Out Class activities

Preparations before/after weekly lectures	13	1	13
Preparation for midterm exam	1	12	12
Preparation for final exam	1	17	17
Preparing assignments	1	12	12
Total Work Load (hour)			98
ECTS Credits of the Course= Total Work Load (hour) / 25			4