

#### Objectives of the Course

This course aims to enable students to understand different business models and strategies within the entrepreneurial ecosystem, gain innovation management skills and implement entrepreneurial thinking. Students will explore different entrepreneurial paths such as taking on entrepreneurial risk on their own, purchasing or running an existing business, franchising and startup culture. In addition, students will be able to understand the dynamics of the modern business world by focusing on current issues such as corporate innovation, social entrepreneurship and sustainable business models, as well as the differences between large and small companies in different industries.

#### Course Contents

**Entrepreneurial Thinking and Risk Management:** To encourage students to take entrepreneurial risks by developing their own business ideas. To raise awareness about risk management strategies and the culture of learning from failure. **Different Entrepreneurship Models:** To understand the processes of purchasing or operating an existing business. To analyze the advantages and disadvantages of entrepreneurship through franchising (concession agreements). To examine startup culture and technology-based entrepreneurship models. **Differences Between Large and Small Companies:** To compare the innovation processes of large companies with the entrepreneurial dynamics of small and medium-sized enterprises (SMEs). To understand the interaction between corporate entrepreneurship (intrapreneurship) and startups. **Innovation and Sustainability:** To provide innovation management and creative problem-solving skills. To raise awareness about sustainable business models and social entrepreneurship. **Practical Applications and Project-Based Learning:** To enable students to produce solutions to real-world problems. To provide practical skills such as preparing a business plan, developing an MVP (Minimum Viable Product) and designing a business model. **Sectoral Connections and Mentorship:** To enable students to gain sectoral experience by interacting with successful entrepreneurs and innovation experts from the sector. To support students in taking steps towards their career goals with mentoring programs and networking opportunities.

#### Recommended or Required Reading

1. *Yalın Startup: Sürekli İnavasyon Nasıl Başarı Sağlar*, Eric Ries  
2. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* Yazarlar: Alexander Osterwalder ve Yves Pigneur  
3. *Innovation and Entrepreneurship* Yazar: Peter F. Drucker  
4. *Kosgeb Girişimcilik El kitabı*  
5. *Girişimcilik ve İnovasyon Yönetimi*, Kahraman Çatı, Nobel  
6. *Disciplined Entrepreneurship Başarılı Startup İçin 24 Adım*, Yazar: Bill Aulet

#### Planned Learning Activities and Teaching Methods

**Theoretical Explanations:** Detailed explanations on basic concepts and strategies. **Case Studies:** Examining successful and unsuccessful startup examples. **Group Studies:** Students developing business ideas and working on projects. **Practical Applications:** Preparing a business plan, developing an MVP and designing a business model. **Student Presentations:** Students presenting their projects and receiving feedback. **Sectoral Events:** Guest speakers, mentoring programs and networking opportunities.

#### Recommended Optional Programme Components

**Theoretical Courses:** Detailed explanations on the basic concepts of entrepreneurship and innovation management, business models and strategies. Information on innovation processes, startup culture and entrepreneurship ecosystem. **Case Studies:** Analysis of successful and unsuccessful startup examples. Examination of strategies of innovation-focused companies. **Group Projects:** Students develop business ideas and design business models in groups. Work on startup simulations and innovation projects. **Practical Studies:** Preparation of business plans, prototyping and MVP development. Use of entrepreneurship platforms and digital tools. **Simulations and Games:** Development of practical skills with entrepreneurship simulations and business strategy games. Practical use of tools such as SWOT analysis and Lean Startup methodology. **Student Presentations:** Students present their business ideas and innovation projects. Presentations should include elements such as business model, market analysis and financial planning. **Mentorship and Guest Speakers:** Participation of successful entrepreneurs and innovation experts from the sector in the courses. Providing mentoring support to students and helping them develop their projects. **Hackathons and Competitions:** Hackathons and entrepreneurship competitions where students can present their innovative ideas. Organizing events that will enable students to be involved with the sector.

#### Instructor's Assistants

Sümeyye Altunay NURAY

#### Presentation Of Course

The Entrepreneurship and Innovation Management course is supported by theoretical explanations and practical studies. After creating a conceptual framework on basic concepts such as entrepreneurship processes, innovation management, business model development, startup culture and sustainable growth strategies, successful initiative examples in the sector, case studies and innovative applications are discussed. Interactive discussions, case studies and project-based learning methods are used to help students better understand the subjects. In addition, students are aimed to develop their own business ideas, design business models and put innovation strategies into practice, thus gaining sectoral skills in the field of entrepreneurship and innovation.

#### Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Volkan Han

#### Program Outcomes

1. Entrepreneurial Motivation and Evaluating Opportunities
2. Understanding and Implementing Different Entrepreneurship Models
3. Defining New Concepts and Practices in Entrepreneurship

Weekly Contents

Order	Preparation	Info	Laboratory	Teaching Methods	Theoretical	Practise
1					Historical Development of Entrepreneurship Historical Development of Entrepreneurship	
2					SMEs in the World and in Turkey and Their Advantages and Weaknesses	
3					SMEs in the World and in Turkey and Their Advantages and Weaknesses	
4					Entrepreneurship and Entrepreneur Concepts	
5					Starting a New Business and Buying an Existing Business	
6					Franchising (Privilege Right)	
7					Internal Entrepreneurship	
8					Midterm Exam	
9					Entrepreneurial Culture	
10					Women Entrepreneurship	
11					Entrepreneurship, Family Businesses and Institutionalization	
12					Entrepreneurship, Family Businesses and Institutionalization	
13					Venture Capital	
14					Entrepreneurship and Innovation Management	
15					Final Exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Ara Sınav Hazırlık	3	7,00
Final Sınavı Hazırlık	5	7,00
Proje	2	14,00
Ders Öncesi Bireysel Çalışma	14	2,00
Derse Katılım	14	3,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	2	2	3	5	5	4	4	5		3	5	5	4	4	
L.O. 2	4	2	3	3		4	3	5		3	4	5	5	5	
L.O. 3	3	4	5	5										4	

Table :

**P.O. 1 :** Uluslararası ticaret, işletme yönetimi ve tedarik zinciri konusunda gerekli olan bilgi birikimi

**P.O. 2 :** Türk hukuk sistemi ile dış ticaret mevzuatına hâkim olma

**P.O. 3 :** Temel istatistik ve karar almada kullanılan modelleme yöntemlerine hâkim olma

**P.O. 4 :** İnsan ilişkileri, örgütsel davranış ve iletişim konusunda etkin olma

**P.O. 5 :** Çalıştığı sektörle ilgili üretim yönetimi ve süreçleri ile ilgili bilgi sahip olma

**P.O. 6 :** Uluslararası ekonomik gelişmeleri takip etme

**P.O. 7 :** Ulusal ve uluslararası pazar pozisyonlarında yer alabilme

**P.O. 8 :** Alanya ile ilgili finansal kararlar verebilme

**P.O. 9 :** Uluslararası ticari organizasyonlar ile iletişim kurabilme

**P.O. 10 :** Alanya ile ilgili muhasebeleştirme işlemlerini ve finansal tabloları hazırlayabilme ve yorumlayabilme

**P.O. 11 :** Uluslararası pazarlama stratejilerini, faaliyet gösterdiği pazar koşulları çerçevesinde değerlendirebilme ve uyarlayabilme

**P.O. 12 :** Farklı disiplinlerle uyumlu çalışabilme

**P.O. 13 :** Türkiye ve Dünya tarihinin yanısıra kültür ve coğrafya hakkında ayrıntılı bilgiye sahip olur.

**P.O. 14 :** Sanatsal, kültürel ve sportif konulara ilişkin bireysel yeteneklerini geliştirir.

**P.O. 15 :** Sözlü ve yazılı etkin iletişim kurar; bir yabancı dili en az. Avrupa Dil Portföyü B1 genel düzeyinde kullanır.

**L.O. 1 :** Girişimcilik Motivasyonu ve Fırsatları Değerlendirme

**L.O. 2 :** Farklı Girişimcilik Modellerini Anlama ve Uygulama

**L.O. 3 :** Girişimcilikte Yeni Kavram ve Uygulamaları Tanımlama