

Objectives of the Course

The aim of this course is to enable students to critically examine theoretical approaches and contemporary models in the field of entrepreneurship and technology management, to identify research gaps, to formulate new scientific questions, and to contribute to academic knowledge production. In addition, students will comparatively analyze different entrepreneurial ecosystems, innovation policies, and technology management strategies, thereby linking theory to practice.

Course Contents

This course covers theoretical approaches to entrepreneurship and technology management, innovation management models, opportunity identification and evaluation, industry and market analysis, as well as strategy and business model development. It also addresses financing and risk management in entrepreneurial projects, innovation and sustainability, intellectual property management, and the comparative analysis of different entrepreneurial ecosystems. Throughout the course, students will develop individual projects, discuss these topics from both theoretical and practical perspectives, and evaluate them with an academic approach.

Recommended or Required Reading

Shane, S. (2003). A General Theory of Entrepreneurship: The Individual-Opportunity Nexus. Edward Elgar. Tidd, J. (2005). Integrating technological market and organizational change. Managing innovation. Autio, E., Kenney, M., Mustar, P., Siegel, D., & Wright, M. (2014). Entrepreneurial innovation: The importance of context. Research policy, 43(7), 1097-1108. Besides, current articles, journals and reports published on entrepreneurship and innovation will be used as sources.

Planned Learning Activities and Teaching Methods

Lecture, Discussion, Case study, Research-oriented learning, Student presentation

Recommended Optional Programme Components

It is recommended that students follow current publications in the field.

Presentation Of Course

The course will be conducted face-to-face and will combine theoretical lectures delivered by the instructor with discussions, case studies, and student presentations. Active participation, critical contributions, and individual research projects will constitute key components of the course.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Eda Özgül Katlav

Program Outcomes

1. Critically analyzes global and local business environments, entrepreneurial ecosystems, and innovation policies.
2. Evaluates strategic planning, opportunity recognition, and innovative business model development in entrepreneurial activities.
3. Develops innovative solutions to complex managerial and technological problems using empirical data, business practices, and academic literature.
4. Makes decisions in entrepreneurship and innovation by considering ethics, social responsibility, and sustainability dimensions.
5. By conducting literature review through assignments and projects, it produces studies that will contribute academically to the field of entrepreneurship and technology management.
6. By understanding financial planning in entrepreneurship, students can evaluate suitable capital sources for tourism ventures
7. Have knowledge about entrepreneurship theories and literature

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Solvoll, S., Alsos, G. A., & Bulanova, O. (2015). Tourism entrepreneurship–review and future directions. Scandinavian Journal of Hospitality and Tourism, 15(sup1), 120-137. Ateljevic, J., & Li, L. (2017). Tourism entrepreneurship–concepts and issues. Tourism and entrepreneurship, 9-32. Koh, K. Y., & Hatten, T. S. (2002). The tourism entrepreneur: The overlooked player in tourism development studies. International Journal of Hospitality & Tourism Administration, 3(1), 21-48. Ratten, V. (2020). Tourism entrepreneurship research: a perspective article. Tourism Review, 75(1), 122-125.	Lecturer and discuss	Course Introduction and Conceptual Framework Introduction to entrepreneurship and innovation in tourism, overview of Cappadocia tourism	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
2	Carmichael, B. A., & Morrison, A. (2011). Tourism entrepreneurship research. <i>Tourism Planning & Development</i>, 8(2), 115-119. Samiei, S., & Akhoondzadeh, M. (2014). The role of entrepreneurship in tourism industry development. <i>European Online Journal of Natural and Social Sciences</i>, 2(3 (s)), pp-1423. Pirnar, İ. (2015). The specific characteristics of entrepreneurship process in tourism industry. <i>Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi</i>, (34), 75-86. Ateljevic, J., & Page, S. J. (Eds.). (2017). <i>Tourism and entrepreneurship</i>. Routledge. Walmsley, A. (2018). <i>Entrepreneurship in tourism</i>. Routledge. Rodriguez-Sanchez, I., Williams, A. M., & Brotons, M. (2019). The innovation journey of new-to-tourism entrepreneurs. <i>Current issues in tourism</i>, 22(8), 877-904. Hallak, R., & Lee, C. (2024). An introduction to tourism entrepreneurship. In <i>Handbook of tourism entrepreneurship</i> (pp. 2-9). Edward Elgar Publishing. González-Rodríguez, M. R., Díaz-Fernández, M. C., & Dias, Á. L. (2024). Entrepreneurship and innovation in tourism: Examining immersive technologies, virtual reality, and augmented reality. In <i>Handbook of Tourism Entrepreneurship</i> (pp. 411-425). Edward Elgar Publishing.	Interactive lecture, Case analysis	The Entrepreneurial Process in Tourism Entrepreneurial journey in tourism, examples of small-scale businesses in Cappadocia	
3	Decelle, X. (2004). A conceptual and dynamic approach to innovation in tourism (pp. 1-16). Paris: OECD. Işık, C., Küçükaltan, E. G., Taş, S., Akoğul, E., Uyrun, A., Hacıyeva, T., ... & Bayraktaroğlu, E. (2019). Tourism and innovation: A literature review. <i>Journal of Ekonomi</i>, 1(2), 98-154. ElSaid, O. A., & Fuentes Fuentes, M. D. M. (2019). Creative thinking and entrepreneurial attitudes among tourism and hospitality students: The moderating role of the environment. <i>Journal of Hospitality & Tourism Education</i>, 31(1), 23-33. Sándorová, Z., Repáňová, T., Palenčíková, Z., & Beták, N. (2020). Design thinking-A revolutionary new approach in tourism education?. <i>Journal of hospitality, leisure, sport & tourism education</i>, 26, 100238. Higgins Desbiolles, F. (2020). Diversity in tourism: a perspective article. <i>Tourism Review</i>, 75(1), 29-32. ISO 690 Šker, I., & Floričić, T. (2020). Living Lab-creative environment and thinking techniques for tourism development. <i>Interdisciplinary Description of Complex Systems: INDECS</i>, 18(2-B), 258-270.	Lecture, discussion, case study	Identifying Opportunities and Shaping Them Through Innovation New business opportunities/ideas and innovative business models in tourism in Cappadocia	
4	Frick, J., & Ali, M. M. (2013, September). Business model canvas as tool for SME. In <i>IFIP international conference on advances in production management systems</i> (pp. 142-149). Berlin, Heidelberg: Springer Berlin Heidelberg. Bonazzi, F. L. Z., & Zilber, M. A. (2014). Innovation and Business Model: a case study about integration of Innovation Funnel and Business Model Canvas. <i>Revista Brasileira de Gestão de Negócios</i>, 16, 616-637. Türko, E. S. (2016). Business plan vs business model canvas in entrepreneurship trainings, a comparison of students' perceptions. <i>Asian Social Science</i>, 12(10), 55-62. Sparviero, S. (2019). The case for a socially oriented business model canvas: The social enterprise model canvas. <i>Journal of social entrepreneurship</i>, 10(2), 232-251. Simanjuntak, M. (2021). Designing of service dominant logic and business model canvas: Narrative study of village tourism. <i>Golden Ratio of Marketing and Applied Psychology of Business</i>, 1(2), 73-80. Carter, M., & Carter, C. (2020). The creative business model canvas. <i>Social Enterprise Journal</i>, 16(2), 141-158. Aghaei, H., Naderibeni, N., & Karimi, A. (2021). Designing a tourism business model on block chain platform. <i>Tourism Management Perspectives</i>, 39, 100845. Macha-Huamán, R., Marcel Zavala-Zavala, O., Cruz Navarro-Soto, F., Samuel Zárate-Suárez, J., Rosario Yaya-Castañeda, D., Gonzalo Chura-Lucar, R., ... & Romero-Carazas, R. (2023). Business Model Canvas in the entrepreneurs' business model: a system approach. <i>EAI Endorsed Transactions on Scalable Information Systems</i>, 10(5). Nusantara, M. A. A., & Kaihatu, T. S. (2025). Optimizing the implementation of business model canvas in elevating the Garuda Futsal League as a premier sports tourism event. <i>Journal of Tourism, Culinary, and Entrepreneurship (JTCE)</i>, 5(1), 161-170.	Lecture, discussion, business model canvas study	Business Model and Strategy Development Business model design for tourism ventures, examples from DMOs and cooperatives in Cappadocia	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
5	Carvalho, L., & Costa, T. (2011). Tourism innovation—a literature review complemented by case study research. <i>Tourism & Management Studies</i>, (1), 23-33. Sousa, B. D., & Dominique-Ferreira, S. (2012). The innovation of processes. <i>Differentiation in tourist services</i>. García, D., & Tugores, M. (2013). <i>Differentiation in the tourism sector: an evolutionary analysis</i>. <i>Tourism Economics</i>, 19(5), 1107-1122. Semuel, H., Siagian, H., & Octavia, S. (2017). The effect of leadership and innovation on differentiation strategy and company performance. <i>Procedia-Social and Behavioral Sciences</i>, 237, 1152-1159. Sousa, B. M. (2016). Dynamic differentiation and the creative process in tourism management destinations. <i>Revista Brasileira de Pesquisa em Turismo</i>, 10(1). Thukia, W. J. (2022). Differentiation strategies and tourism performance interplay. <i>International Journal of Research in Business & Social Science</i>, 11. Azmi, E., Che Rose, R. A., Awang, A., & Abas, A. (2023). Innovative and competitive: A systematic literature review on new tourism destinations and products for tourism supply. <i>Sustainability</i>, 15(2), 1187. Cao, S., He, Z., Niu, J., Wang, S., & Zhao, L. (2024). Spatial Differentiation and Convergence Trend of High-quality Development Level of China's Tourism Economy. <i>Chinese Geographical Science</i>, 34(2). Pratiwi, R., Arilaha, M. A., & Loppies, Y. (2025). The influence of applying local wisdom in sustainable differentiation strategy to achieve competitive advantage in the tourism industry. In <i>IOP Conference Series: Earth and Environmental Science</i> (Vol. 1445, No. 1, p. 012025). IOP Publishing. Siyunda, T., & Kabubi, M. M. Analyzing the Effectiveness of Product Differentiation on Business Performance: a case study of Hospitality Businesses in Kafue District, Zambia.	Lecture, discussion	Competitive and Innovation Strategies Differentiation and innovation in tourism	
6	Weiermair, K. (2004). Product improvement or innovation: What is the key to success in tourism. In <i>Innovations in tourism UNWTO conference</i>. Negruşa, A. L., Toader, V., & Rus, V. R. (2017). Innovation in product/service development and delivery. In <i>Routledge Handbook of Hospitality Marketing</i> (pp. 424-436). Routledge. Naeem, R., Kohtamäki, M., & Parida, V. (2024). Artificial intelligence enabled product–service innovation: past achievements and future directions. <i>Review of Managerial Science</i>, 1-44. Leung, X. Y., O'Connor, P., Parra-Lopez, E., & Wei-Han Tan, G. (2025). Guest editorial: Reshaping future tourism through innovation. <i>Tourism Review</i>, 80(3), 625-630. Darith, S., Eav, L. K., & Bou, D. (2025). Efficiency analysis of risk management practices and their impact on income in small café businesses: The case of Battambang, Cambodia. <i>Kokkhangplu, A., & Kaewnuch, K. (2025). Unlocking performance: how innovation and employee resilience shape competitive advantage in the hotel industry. Journal of Hospitality and Tourism Technology</i>. Ridho, H., Harahap, K., Loppies, Y., & Subarna, D. (2024, May). Innovative sustainable business model: A case study of eco-tourism in Bukit Lawang. In <i>IOP Conference Series: Earth and Environmental Science</i> (Vol. 1352, No. 1, p. 012026). IOP Publishing.	Lecture, Discussion	Risk Management, Creativity, and Product/Service Development Risks in tourism ventures (seasonal, geopolitical factors, etc.) and product/service development	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
7	Sheresheva, M., Efremova, M., Valitova, L., Polukhina, A., & Laptev, G. (2021). Russian tourism enterprises' marketing innovations to meet the COVID-19 challenges. <i>Sustainability</i>, 13(7), 3756. Mosiiuk, S. I. (2021). Innovative marketing tools in the tourism industry. <i>Bioeconomics & Agrarian Business/Bioekonomika ta Agrarnij Biznes</i>, 12(3/4), 54-60. Battour, M., Salaheldeen, M., & Mady, K. (2022). Halal tourism: exploring innovative marketing opportunities for entrepreneurs. <i>Journal of Islamic Marketing</i>, 13(4), 887-897. Ingrassia, M., Bellia, C., Giurdanella, C., Columba, P., & Chironi, S. (2022). Digital influencers, food and tourism—A new model of open innovation for businesses in the Ho. Re. Ca. sector. <i>Journal of Open Innovation: Technology, Market, and Complexity</i>, 8(1), 50. Amrullah, A., Mohzana, M., & Muhammad Ramli, R. (2024). Tourism Entrepreneurship Business Model: Product and Experience Innovation to Attract Tourists. <i>JPEK (Jurnal Pendidikan Ekonomi dan Kewirausahaan)</i>, 8(3), 1341-1351. Poulaki, I., Chatzopoulou, E., Constantoglou, M., & Konstantinidou, V. (2024). Disruptive innovation and e-micro-entrepreneurship in tourism: The IRMA model approach for Airbnb platform. <i>Journal of Hospitality and Tourism Insights</i>, 7(5), 3073-3090. Deb, S. K., Nafi, S. M., & Valeri, M. (2024). Promoting tourism business through digital marketing in the new normal era: a sustainable approach. <i>European Journal of Innovation Management</i>, 27(3), 775-799. Sharma, A., & Sharma, S. (2024). Adoption of digital marketing in tourism SMEs: a review and research agenda. <i>Management Research Review</i>, 47(7), 1077-1095.	Lecture, discussion, case study	Innovative Marketing and Enterprise Models in Tourism Innovative marketing strategies in tourism ventures, digital tourism marketing and online sales channels, next-generation enterprise models: digital platforms, the sharing economy, and the niche tourism market	
8			Midterm Exam	
9	Nicholas, G., Bell, C., Bannister, K., Ouzman, S., & Anderson, J. (2009). Intellectual property issues in heritage management: Part 1: Challenges and opportunities relating to appropriation, information access, bioarchaeology, and cultural tourism. <i>Heritage Management</i>, 2(2), 261-286. Nanayakkara, T. (2011). Role of intellectual property in enhancing the competitiveness of the tourism industry. <i>Netherland and France. Lis-Gutierrez, J. P., Gaitán Angulo, M., Moros, M. A., Lis-Gutierrez, M., & Viloria, A. (2017). Use of intellectual property in the tourism sector. Punchihewa, N. S. (2020). Exploring the use of intellectual property tools to promote tourism industry in Sri Lanka: A legal perspective. Journal of Management and Tourism Research (JMTR)</i>, 3, 27-30. Zhong, L., & Wang, Y. (2021). Research on intellectual property strategy to promote the development of tourism branding in China. In <i>E3S Web of Conferences (Vol. 251, p. 02008). EDP Sciences</i>. Dar, M. A., & Ojha, M. (2023). Destination imaging, compatibilities with intellectual property rights-based tourism industry. <i>The Journal of World Intellectual Property</i>, 26(2), 328-335. Kulshrestha, R., Seth, K., & Malakar, S. K. (2025). Addressing Copyright Challenges in the Travel and Tourism Sector: Implications for Digital Media and Intellectual Property. In <i>Navigating Intellectual Property Challenges in Tourism (pp. 295-312). IGI Global</i>. LV, N. S., & Madichetty, S. (2023). Role of Intellectual Property in Gastronomic Tourism. <i>Indian J. Integrated Rsch. L.</i>, 3, 1.	Lecture, discussion, guest speaker	Intellectual Property Trademark, patents, protection of service and product	
10	Pădurean, M. A., Nica, A. M., & Nistoreanu, P. (2015). Entrepreneurship in tourism and financing through the Regional Operational Programme. <i>Amfiteatru Economic Journal</i>, 17(38), 180-194. https://www.kosgeb.gov.tr https://seeco.org.tr https://tubitak.gov.tr/tr/destekler/sanayi/ulusal-destek-programlari/1812-yatirim-tabanli-girisimcilik-destek-programi-bigg-yatirim https://dijitalgirisimcilik.org/girisimci-tesvikleri/ https://www-the-sse-org.translate.google/resources/starting/what-funding-is-available-for-social-entrepreneurs/?_x_tr_sl=en&_x_tr_tl=tr&_x_tr_hl=tr&_x_tr_pto=tc	Lecture, discussion, guest speaker Lecture, Discussion	Financial Planning and Capital Resources for Entrepreneurship	

- | Order | PreparationInfo | Laboratory TeachingMethods | Theoretical | Practise |
|-------|--|---------------------------------|------------------------------------|---|
| 11 | <p>O'Neill, Jr, G. D., Hershauer, J. C., & Golden, J. S. (2006). The cultural context of sustainability entrepreneurship. <i>Greener Management International</i>, (55), 33-46.</p> <p>Parrish, B. D. (2008). Sustainability-driven entrepreneurship: a literature review. Leeds, UK: University of Leeds.</p> <p>Haldar, S. (2019). Towards a conceptual understanding of sustainability-driven entrepreneurship. <i>Corporate Social Responsibility and Environmental Management</i>, 26(6), 1157-1170.</p> <p>Ortiz-de-Urbina-Criado, M., Mora-Valentín, E. M., & Nájera-Sánchez, J. J. (2023). Sustainability and entrepreneurship: Emerging opportunities for business and management education. <i>Journal of Entrepreneurship in Emerging Economies</i>, 15(5), 1071-1088.</p> <p>Figueroa-Domecq, C., Kimbu, A., de Jong, A., & Williams, A. M. (2023). Sustainability through the tourism entrepreneurship journey: A gender perspective. In <i>Gender and Tourism Sustainability</i> (pp. 107-130). Routledge.</p> <p>Baiocco, S., Leoni, L., & Panicia, P. M. A. (2023). Entrepreneurship for sustainable development: co-evolutionary evidence from the tourism sector. <i>Journal of Small Business and Enterprise Development</i>, 30(7), 1521-1546.</p> <p>Teruel-Sanchez, R., Briones-Peñalver, A. J., Bernal-Conesa, J. A., & de Nieves-Nieto, C. (2025). Values of the entrepreneur as a driver of sustainable tourism entrepreneurship. <i>Journal of International Entrepreneurship</i>, 1-29.</p> | Lecture, discussion, case study | Sustainability in Entrepreneurship | Sustainable business models in tourism, green entrepreneurship, ESG criteria, carbon credits, and financing opportunities |

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
12	Yang, J., Zhang, T., & Zhang, L. (2024). Research on the influence of digital penetration on the entrepreneurial behavior tendency of rural residents in tourism. <i>Environment, Development and Sustainability</i>, 26(10), 25549-25567. Khatami, F., Ferraris, A., Palmucci, D. N., & Dabić, M. (2024). Impact analysis of the digital entrepreneurial ecosystem to improve the tourism industry and social sustainability. <i>Journal of Tourism and Services</i>, 15(29), 176-205. Suder, M., Duda, J., Kusa, R., & Mora-Cruz, A. (2024). At the crossroad of digital and tourism entrepreneurship: mediating effect of digitalization in hospitality industry. <i>European Journal of Innovation Management</i>, 27(4), 1057-1081. Kurniati, P. S., & Suryanto, S. (2023). Digital entrepreneurship strategy in the tourism business of the tourism 4.0 era. <i>Journal of Eastern European and Central Asian Research</i>, 10(6), 819-828. Marino, A., Pariso, P., & Picariello, M. (2022). Digital platforms and entrepreneurship in tourism sector. <i>Entrepreneurship and Sustainability Issues</i>, 9(4), 282. Varotsis, N. (2022). Digital entrepreneurship and creative industries in tourism: a research agenda. <i>Economies</i>, 10(7), 167. Sifolo, P. P. S., & Sokhela, P. (2022). Digitalization opportunities for tourism micro-entrepreneurship in South Africa: An academic gaze. <i>Indian Journal of Finance</i>, 16(12), 8-25. Linton, G., & Öberg, C. (2020). A Conceptual Development of a Business Model Typology in Tourism: the impact of digitalization and location. <i>Technology Innovation Management Review</i>, 10(7), 16-27. Sinno, N. (2019). The effect of digital transformation on innovation and entrepreneurship in the tourism sector: the case of Lebanese Tourism Services providers. In <i>International Conference on Digital Economy</i> (pp. 29-39). Cham: Springer International Publishing.		Lecture, discussion, guest speaker, case study	Digitalization and Entrepreneurship Impact of digital transformation on tourism ventures, big data, AI, blockchain applications, and platform-based business models	
13	Phan, P. H. (2004). Entrepreneurship theory: Possibilities and future directions. <i>Journal of business venturing</i>, 19(5), 617-620. Kuratko, D. F. (2011). Entrepreneurship theory, process, and practice in the 21st century. <i>International Journal of Entrepreneurship and Small Business</i>, 13(1), 8-17. Chepurenko, A. (2015). Entrepreneurship theory: New challenges and future prospects. <i>Форсайт</i>, 9(2 (eng)), 44-57. Kuratko, D. F., & Hodgetts, R. M. (2017). <i>Entrepreneurship: Theory, process, practice</i>. Boston: Cengage learning. Mehmood, T., Alzoubi, H. M., Alshurideh, M., Al-Gasaymeh, A., & Ahmed, G. (2019). Schumpeterian entrepreneurship theory: Evolution and relevance. <i>Academy of entrepreneurship journal</i>, 25(4), 1-10. Rauch, A. (2020). Opportunities and threats in reviewing entrepreneurship theory and practice. <i>Entrepreneurship Theory and Practice</i>, 44(5), 847-860.		Lecture, discussion, student research	Entrepreneurship Theories Schumpeter's innovation theory, Kirzner's entrepreneurial alertness, Effectuation (Sarasvathy), Social Network Theory, Resource-Based View (RBV), and their application in tourism/cultural contexts	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
14	Literature review (books, articles, national and international reports, etc.)		Student research, presentation, lecture, discussion	Scientific Project Development	
15	Literature review (books, articles, national and international reports, etc.)		Student research, presentation, lecture, discussion	Scientific Project Development	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	2,00
Final	1	2,00
Proje	1	8,00
Ders Öncesi Bireysel Çalışma	8	8,00
Ders Sonrası Bireysel Çalışma	8	8,00
Ara Sınav Hazırlık	1	6,00
Final Sınavı Hazırlık	1	8,00
Konuk Konuşmacı	3	1,00
Araştırma Sunumu	1	2,00
Vaka Çalışması	4	2,00

Assesments

Activities	Weight (%)
Vize	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	1		1		1		1			1					
L.O. 2	1		1			1	1			1					
L.O. 3	1		1	1		1				1		1			
L.O. 4			1					1					1		1
L.O. 5	1		1			1	1			1					
L.O. 6	1			1	1					1					
L.O. 7	1			1	1					1					

Table :

- P.O. 1 :** Turizm İşletmeciliği alanında ve ilgili disiplinlerde sahip olduğu bilgiyi uzmanlık düzeyinde geliştirir ve derinleştirir.
- P.O. 2 :** Turizm alanı ile ilgili ulusal ve uluslararası hukuki düzenlemeleri kavrar ve uygular.
- P.O. 3 :** Turizm sektöründeki güncel konular ve sorunlar için yaratıcı ve pratik çözüm önerileri geliştirir.
- P.O. 4 :** Bilimsel araştırma yöntemlerini kullanarak alanyla ilgili bir araştırmayı planlar, yürütür, değerlendirir ve rapor halinde sunar.
- P.O. 5 :** Makro ve mikro ölçekte turizm plan ve politikaları konusunda ayrıntılı bilgi sahibi olur.
- P.O. 6 :** Ulusal ve uluslararası turizm işletmelerini etkin şekilde yönetebilmek için gerekli olan önemli işletmecilik ilkelerini bilir, eleştirel şekilde değerlendirir ve uygular.
- P.O. 7 :** Turizm işletmeciliği ile ilgili rekabet stratejileri geliştirir ve uygular.
- P.O. 8 :** Alanında uzmanlık gerektiren konularda bir çalışmayı başkalarıyla ve bağımsız olarak etkin bir şekilde yürütür.
- P.O. 9 :** Yaşam boyu öğrenme için gerekli olan davranışlar ve yetkinlikler geliştirir.
- P.O. 10 :** Edindiği bilgi ve becerileri analiz eder, eleştirel şekilde yorumlar ve değerlendirir.
- P.O. 11 :** Bir yabancı dili en az Avrupa Dil Portföyü B2 genel düzeyinde kullanarak sözlü ve yazılı iletişim kurar.
- P.O. 12 :** Turizm İşletmeciliği alanyla ilgili bilgisayar yazılımı, bilgi ve iletişim teknolojilerini ileri düzeyde kullanır.
- P.O. 13 :** Toplumsal ve mesleki etik değerleri kavrar, eleştirel bakış açısıyla değerlendirir ve uygun davranışlar geliştirir.
- P.O. 14 :** Yazılı ve sözlü olarak etkili iletişim ve sunum becerileri gösterir.
- P.O. 15 :** Sosyal adalet, kültürel değerler ve çevreye duyarlılık gibi konularda yeterli bilince sahip olur.
- L.O. 1 :** Küresel ve yerel iş ortamlarını, girişimcilik ekosistemlerini ve inovasyon politikalarını eleştirel biçimde analiz eder.
- L.O. 2 :** Girişimcilik faaliyetlerinde stratejik planlama, fırsat tanıma ve yenilikçi iş modeli geliştirme süreçlerini değerlendirir.
- L.O. 3 :** Ampirik veriler, iş uygulamaları ve akademik literatürü kullanarak karmaşık yönetsel ve teknolojik sorunlara yenilikçi çözümler üretir.
- L.O. 4 :** Girişimcilik ve inovasyonda etik, sosyal sorumluluk ve sürdürülebilirlik boyutlarını dikkate alarak kararlar verir.
- L.O. 5 :** Ödev ve projeler aracılığıyla literatür incelemesi yaparak bu süreçte girişimcilik ve teknoloji yönetimi alanına akademik katkı sağlayacak çalışmalar üretir.
- L.O. 6 :** Girişimcilikte finansal planlamayı kavrayarak turizm girişimleri için uygun sermaye kaynaklarını değerlendirebilir.
- L.O. 7 :** Girişimcilik teorileri ve literatürü hakkında bilgi sahibi olur