Course Syllabus

Code - Course Title	**TRZ300 - Entrepreneurship and Innovation in Tourism**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	

Mode of Delivery	Face to face
Prerequisites	There are no prerequisites or co-requisites for this course.
Courses Recomended	TRZ 465 Product Development in Tourism, TRZ 818 Digital Technologies in Tourism
Recommended Resources	The Lean Startup, Eric Ries, (2019), Penguin Books Ltd.
Work Placement	No work placement

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Entrepreneurship	
Week - 2		Entrepreneurship Theories and Applications	
Week - 3		Digital Transformation and Entrepreneurship	
Week - 4		Sustainability and Entrepreneurship	
Week - 5		Product and Market-Oriented Approaches in Entrepreneurship	
Week - 6		Entrepreneurship Ecosystem	
Week - 7		Innovation in Creative Economies	
Week - 8		Sources of Innovation	
Week - 9		Innovation Models	
Week - 10		Innovation and Technology	
Week - 11		Innovation Management and Strategies	
Week - 12		Characteristics of Innovative Businesses	
Week - 13		Design Thinking for Entrepreneurship and Innovation	
Week - 14		Business Model Development	

Learning Outcomes

#	Learning Outcome
1	Explains the concept of entrepreneurship within the framework of its core components and historical development.
2	Compares different entrepreneurship theories and evaluates their practical implications.
3	Analyzes the impact of digital transformation on entrepreneurship and identifies digital business opportunities.
4	Explains sustainability-oriented entrepreneurship approaches and relates them to real-world examples.
5	Analyzes customer needs using product- and market-oriented approaches and develops value propositions.
6	Identifies key actors in the entrepreneurship ecosystem and evaluates their roles in venture development.
7	Classifies the concept and types of innovation and applies them in different contexts.
8	Explains the relationship between creativity and innovation and applies creative problem-solving techniques.
9	Evaluates the relationship between technology and innovation and interprets the impact of technological advancements on business models.
10	Analyzes innovation management and strategies and develops strategic recommendations.
11	Develops user-centered solutions using design thinking approaches.
12	Designs innovative business ideas using business model development tools.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.