## Course Syllabus

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| **Code - Course Title** | **İŞL705 - Management of Innovation and Creativity** |
| **Course Type** | I. SEMESTER |
| **Laboratory + Practice** | 3+0 |
| **ECTS** | **6.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | DOÇ. DR. ORKUN ŞEN |

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| **Mode of Delivery** | Theoretical presentation, case study, teamwork, finding ideas, choosing ideas, applying ideas |
| **Prerequisites** | - |
| **Courses Recomended** | Entrepreneurship Theory and Policies, Innovation Management, Innovation and Entrepreneurship Management |
| **Recommended Resources** | • Cevahir Uzkurt, Yenilik-İnovasyon- Yönetimi ve Yenilikçi Örgüt Kültürü, Beta Yayınları |
| **Work Placement** | - |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Definition of creativity: | |
| **Week - 2** | | Concepts of creativity | |
| **Week - 3** | | Myths of Creativity: True known mistakes, Mixed concepts | |
| **Week - 4** | | Mixed concepts | |
| **Week - 5** | | Creativity Exercises; Methods for improving creativity | |
| **Week - 6** | | Creativity Exercises; Methods for improving creativity | |
| **Week - 7** | | Creativity Exercises; Methods for improving creativity | |
| **Week - 8** | | Methods for improving creativity | |
| **Week - 9** | | Innovation Definition: Innovation concepts; Mixed concepts | |
| **Week - 10** | | Types of Innovation: Product development process, Diffusion of innovation | |
| **Week - 11** | | Innovative Organizational Culture and Innovation: Definition of organizational culture | |
| **Week - 12** | | Effect of organizational culture on creativity | |
| **Week - 13** | | Factors Determining Innovation in Enterprises: Internal and External Factors | |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| Week - 14 | | Innovation Resources and Strategies | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | get individual study characteristic. |
| 2 | get a deeper knowledge about one case that he/she chooses. |
| 3 | report his/her study. |
| 4 | Quantative analaysis, |
| 5 | Statement writing. |

## 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.*