Course Syllabus

Code - Course Title	**TRZ632 - Digital Entrepreneurship in Tourism**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. ECE DOĞANTAN

Mode of Delivery	Face to Face
Prerequisites	There are no pre-requisites or co-requisites for the course.
Courses Recomended	Product Development in Tourism, Product Management in Tourism, Digital Tourism
Recommended Resources	Doğantan, E. (2021). Dijital Girişimcilik ve Turizm. Ankara: Detay Yayıncılık.Ries, E. (2012). Yalın Yeni Girişim (Çeviren: N.E. Elgin). İstanbul: Özyeğin ÜniversitesiTeknoloji, İnovasyon ve Girişimcilik (Ed: C. Uzkurt ve G. Önder) Eskişehir: Anadolu Üniversitesi Yayınları.
Work Placement	There is no Internship/Practice.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Business and Technology Interaction	
Week - 2		Tourism Management in the Digital Age	
Week - 3		Change, Innovation and Entrepreneurship	
Week - 4		Change, Innovation and Entrepreneurship	
Week - 5		Concept of Digital Entrepreneurship	
Week - 6		Concept of Digital Entrepreneurship	
Week - 7		Digital Entrepreneurship Applications in Tourism	
Week - 8		Establishment and Management of Digital Enterprises	
Week - 9		Innovation in Digital Enterprises	
Week - 10		Lean Approach in Digital Entrepreneurship	
Week - 11		Product Development Process in Digital Enterprises	
Week - 12		Digital Entrepreneurship and Marketing	
Week - 13		Digital Entrepreneurship Ecosystem	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Case Studies	

Learning Outcomes

#	Learning Outcome
1	To be able to understand the relationship between business and technology
2	To be able to explain the digitalization process in tourism enterprises
3	To be able to define the concepts of change, innovation and entrepreneurship
4	To be able to explain the product development process with a lean approach
5	To be able to define the digital marketing tools
6	To be able to explain the elements of the digital entrepreneurship ecosystem

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.