Course Syllabus

Code - Course Title	**TRZ108U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	LECTURER DR. ÜMİT YILMAZ YILDIZ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Fundamental Concepts Related to Innovation	
Week - 2		Fundamental Concepts Related to Entrepreneurship	
Week - 3		Uses and Sources of Innovation	
Week - 4		Models, Process and Spread of Innovation	
Week - 5		Strategic and Social Aspects of Innovation in the Tourism Sector	
Week - 6		Innovation Management and Strategies	
Week - 7		Mid term	
Week - 8		New Product and Service Development	
Week - 9		Entrepreneurship Theories	
Week - 10		Corporate Entrepreneurship and Growing Enterprise	
Week - 11		Creating Value and Innovative Entrepreneurship	
Week - 12		Business Models	
Week - 13		Sustainable Entrepreneurship and Innovation	
Week - 14		Final	

Learning Outcomes

#	Learning Outcome
1	Students are expected to express the basic concepts related to innovation and entrepreneurship.
2	Students are expected to explain the concepts of Usage Areas, Sources, Models, Process and Spread of innovation
3	Students are expected to define the concepts of strategic and social innovation in the Tourism Sector.
4	Students are expected to explain the factors related to Innovation Management and Strategies.
5	Students are expected to define New Product and Service Development Processes and Models.
6	Students are expected to explain Corporate Entrepreneurship and Entrepreneurship Models.
7	Students are expected to explain the concepts of Value Creation and Innovative Entrepreneurship.
8	Students are expected to explain the concepts of business model and sustainability and their components.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**