



Bursa Technical University

Ortak Dersler Bölümü

SEC928 Basics of Innovative Entrepreneurship					
Semester	Course Code	Course Name	L+P	Credit	ECTS
1	SEC928	Basics of Innovative Entrepreneurship	2	3	3

Language of Instruction:

English

Course Level:

Faculty

Work Placement(s):

No

Department / Program:

Ortak Dersler Bölümü

Course Type:

Zorunlu Seçmeli

Goals:

Teaching transversal skills needed for entrepreneurship

Teaching Methods and Techniques:

Creative thinking, Innovation, Entrepreneurship, Transversal skills, Bussiness Models

Prerequisites:**Course Coordinator:****Instructors:**

Assoc. Prof. Dr. Ece ÜNÜR YILMAZ

Assistants:**Recommended Sources**

Textbook	:	
Resources	:	Bill Aulet. Disciplined Entrepreneurship: 24 Steps to a Successful startup. Wiley, 2013. ,Jeff Dyer, Hal Gregersen, Clayton M. Christensen. The Innova
Documents	:	
Assignments	:	
Exams	:	

Course Category

Mathematics and Basic Sciences	:		Education	:	
Engineering	:		Science	:	
Engineering Design	:	100	Health	:	
Social Sciences	:		Field	:	

Course Content

Week	Topics	Study Materials	Materials
1	Introduction		
2	Can Entrepreneurship be taught?		
3	Self –Management (Time and Energy)		
4	Communication: Leadership and Working with Teams		
5	Creative Thinking		
6	Invention and Innovation		
7	Discovery Skills		
8	Business Model Canvas		
9	Value proposition & Product		
10	Marketing Plan (Identifying customers and competitors & Strategy)		
11	Cost, Pricing and Finances		
12	Organizational Management		
13	Operational Management		
14	Presentation of bussines models & Elevator pitch		

Course Learning Outcomes

No	Learning Outcomes
C01	Will develop cross skills related to entrepreneurship
C02	Learn to prepare business plan
C03	Learn to manage yourself and people
C04	Will gain creative thinking skills

Program Learning Outcomes

No	Learning Outcome
P01	Preparing students for social life

Assessment		
In-Term Studies	Quantity	Percentage
Mid-terms	1	%50
Quizzes	0	%0
Assignment	1	%50
Attendance	0	%0
Practice	0	%0
Project	0	%0
Final examination	0	%0
Total		%100

ECTS Allocated Based on Student Workload			
Activities	Quantity	Duration	Total Work Load
Course Duration	14	2	28
Hours for off-the-c.r.stud	0	0	0
Assignments	12	4	48
Presentation	0	0	0
Mid-terms	1	2	2
Practice	0	0	0
Laboratory	0	0	0
Project	0	0	0
Final examination	0	0	0
Study period for final exams	0	0	0
Study period for mid-term exams	6	1	6
Total Work Load			84
ECTS Credit of the Course			3

Course Contribution To Program	
Contribution: 1: Very Slight 2:Slight 3:Moderate 4:Significant 5:Very Significant	

	P01
C01	4
C02	4
C03	5
C04	5