

1. Course Description

COURSE DESCRIPTION FORM	
Course Code and Title	TOS302 ENTREPRENEURSHIP AND COMPETITIVENESS
Course Semester	3
Catalog Description (Content) of the Course	Science and Technology Developments of the past, and examples of scientific and technological developments from the world and Turkey, the transition from an industrial society to an information society, What is classical industry, advanced technology and R&D size and Innovation? What are the types of innovation? Sampling, Innovation is Innovation? What distinguishes innovation from R & D? Innovative country examples, Intellectual Property Rights and Innovation Policy, Innovation in Public, Entrepreneurship and Rules SME Definition, Incentive Law, State Support and Incentives and institutions and organizations that provide them; (KOSGEB, TUBITAK, ISKUR, Ministry of Science and Technology, Undersecretary of Treasury, Ministry of Economy, Ministry of Finance, Ministry of Agriculture) Technology Development Zones, Organized Industrial Zones, Technoparks, What to do.
Main Textbook	Drucker, P., "Innovation and Entrepreneurship", Harper (2006)
Supporting Textbooks	Even if the books used under the title "Introduction to Business" in the Economics and Business Departments seem appropriate to this course, these first-class books may not be suitable for students in advanced classes of engineering. According to the subject matter, it is more appropriate to give the reading parts from the following books. 1. Drucker, P., "Management", Harper Business (2008). 2. Kotler, P. , "Kotler on Marketing", Free Press (1999). 3. Cosby, P. B. , "Quality and Me", Jossey-Bass (1999). 4. Porter, M. E. "On Competition", Harvard Business School Press (2008).
Course Credit (ECTS)	3
Prerequisites of the Course (Compulsory attendance should be indicated here.)	There is no prerequisite or co-requisite for this course.
Type of the Course	Elective
Instruction Language of the Course	Turkish
Object and Target of the Course	This course is designed to give students with engineering skills and knowledge of technology an innovative thinking as a product or service and to give them the basic concepts needed to transform this product or service into a business. These basic concepts consist of the qualifications of economy, market, competition, demand, product or service and financing of business, design, organization, market and marketing. The goal is to make sure that a student who has a basic engineering formation can think at the same time as a business man.
Learning Outcomes of the Course	The student who takes the course will be able to make a feasibility and business plan out of the product or service by learning the features that a product or service has to have in order to be successful in the market. Design the workflow and the organization it requires; to make quality planning in procurement, production, marketing, cash flow, organization and all processes; to revise product and plan according to changing conditions; In summary, in

	addition to engineering formation, it will acquire the basic qualities of acting like a successful business man.
Mode of Delivery	The mode of delivery of this course is face to face
Weekly Schedule of the Course	Scientific and technological developments in the past, examples of scientific and technological developments from the world and Turkey, transition from industrial society to information society. 1. Week Scientific and technological developments in the past, examples of scientific and technological developments from the world and Turkey, transition from industrial society to information society. 2. Week What is classical industry, advanced technology and R&D dimension and Innovation? What are the types of innovation? Sampling, Innovation is Innovation? 3. Week What distinguishes innovation from R&D? Innovative country examples, Intellectual Property Rights and Innovation Policy, Innovation in the Public. What is classical industry, advanced technology and R&D dimension and Innovation? What are the types of innovation? Sampling, Innovation is Innovation? 4. Week What distinguishes innovation from R&D? Innovative country examples, Intellectual Property Rights and Innovation Policy, Innovation in the Public. What is classical industry, advanced technology and R&D dimension and Innovation? What are the types of innovation? Sampling, Innovation is Innovation? 5. Week What distinguishes innovation from R&D? Innovative country examples, Intellectual Property Rights and Innovation Policy, Innovation in the Public. What is classical industry, advanced technology and R&D dimension and Innovation? What are the types of innovation? Sampling, Innovation is Innovation? 6. Week What distinguishes innovation from R&D? Innovative country examples, Intellectual Property Rights and Innovation Policy, Innovation in the Public. 7. Week Midterm Exam I Entrepreneurship and rules, the definition of SME, the Law of Encouragement, State Support and Incentives and the institutions and organizations that give them; (KOSGEB, TUBITAK, ISKUR, Ministry of Science and Technology, Ministry of Development, Undersecretary of Treasury, Ministry of Economy, Ministry of Finance, Ministry of Agriculture). 8. Week Entrepreneurship and rules, the definition of SME, the Law of Encouragement, State Support and Incentives and the institutions and organizations that give them; (KOSGEB, TUBITAK, ISKUR, Ministry of Science and Technology, Ministry of Development, Undersecretary of Treasury, Ministry of Economy, Ministry of Finance, Ministry of Agriculture). 9. Week Entrepreneurship and rules, the definition of SME, the Law of Encouragement, State Support and Incentives and the institutions and organizations that give them; (KOSGEB, TUBITAK, ISKUR, Ministry of Science and Technology, Ministry of Development, Undersecretary of Treasury, Ministry of Economy, Ministry of Finance, Ministry of Agriculture). 10. Week Entrepreneurship and rules, the definition of SME, the Law of Encouragement, State Support and Incentives 11. Week

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Educative Activities <i>(Credit will be determined based on the time given for these activities. Should be filled carefully.)</i>	Theoretical Study Hours of Course Per Week Searching in Internet and Library Preparing Reports Preparing Presentation Presentation Mid-Term and Studying for Mid-Term Final and Studying for Final			
Assessment Criteria		Quantity	Total Contribution (%)	
	Midterm	2	40	
	Homework	0	0	
	Assignment	0	0	
	Projects	1	20	
	Practice	0	0	
	Quiz	0	0	
	Contribution of In-term Studies to Overall Grade		60	
	Contribution of Final Examination to Overall Grade		40	
	Attendance			
Workload of the Course	Activity	Total Week Count	Weekly Duration (in hour)	Total Workload in Semester
	Theoretical Study Hours of Course Per Week	14	3	42
	Practicing Hours of Course Per Week			0
	Reading			0
	Searching in Internet and Library	1	5	5
	Designing and Applying Materials			0
	Preparing Reports	1	10	10
	Preparing Presentation	1	5	5
	Presentation	1	1	1
	Mid-Term and Studying for Mid-Term	2	5	10

	Final and Studying for Final		1	5	5		
	Other		1	5	5		
	Total work load				83		
	Total work load/25				3,32		
	ECTS of the course				3		
	Course's Contribution To Program	No	Program Learning Outcomes	1	2	3	4
1		Adequate knowledge in mathematics, science and engineering subjects pertaining to the relevant discipline; ability to use theoretical and applied information in these areas to model and solve engineering problems.					
2		Ability to identify, formulate, and solve complex engineering problems; ability to select and apply proper analysis and modeling methods for this purpose.					
3		Ability to design a complex system, process, device or product under realistic constraints and conditions, in such a way as to meet the desired result; ability to apply modern design methods for this purpose.					
4		Ability to devise, select, and use modern techniques and tools needed for engineering practice; ability to employ information technologies effectively.					
5		Ability to design and conduct experiments, gather data, analyze and interpret results for investigating engineering problems.					
6		Ability to work efficiently in intra-disciplinary teams.				X	
7		Ability to work efficiently in multi-disciplinary teams;					
8		Ability to work individually.					
9		Ability to communicate effectively in Turkish/English, both orally and in writing; Ability to write effective reports and comprehend written reports, make effective presentations,				X	
10		Prepare design and production reports, give and receive clear and intelligible instructions.					
11		Recognition of the need for lifelong learning; ability to access information, to follow developments in science and technology, and to continue to educate him/herself.					X
12		Awareness of professional and ethical responsibility.					X
13		Information about business life practices such as project management, risk management, and change management.			X		
14		Information about awareness of entrepreneurship, innovation, and sustainable development.					X
15		Knowledge about contemporary issues and the global and societal effects of engineering practices on health, environment, and safety.			X		
16		Knowledge about awareness of the legal consequences of engineering solutions.				X	
17		Knowledge on standards used in engineering practice.					

Name of Lecturer(s) and Contact Information

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