



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

| | | | |
|-----------------|------------------------------|-------------------------------------|-------------|
| Department Name | MANAGEMENT | Dept. Numeric Code | 3 2 |
| Course Code | M A N 4 2 8 | Number of Weekly Lecture Hours | 3 |
| | | Number of Weekly Lab/Tutorial Hours | - |
| | | Number of Credit Hours | 3 |
| Course Web Site | http://man428.cankaya.edu.tr | | ECTS Credit |
| | | | 0 5 |

Course Name and Other Course Information

This information will appear in the printed catalogs and on the web online catalog.

| | |
|-------------------------|-------------------------------|
| English Name | Managing Innovation Processes |
| Turkish Name | Yenilik Süreçleri Yönetimi |
| Mode of Delivery | Face to face |
| Language of Instruction | English |

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

This course deals with both micro and macro aspects of the innovation concept including innovation management, technology, research and development, new product development, and business strategy's connection with innovation. Systematic approaches such as triple helix, policy elements as well as national innovation systems are also among the subjects to be covered.

| | | | | |
|---|--|--------------------------|--|--------------------------|
| Prerequisites (if any) <i>Give course codes and check all that are applicable.</i> | 1 st | 2 nd | 3 rd | 4 th |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | <input checked="" type="checkbox"/> Consent of the Instructor | | <input type="checkbox"/> Senior Standing | |
| | <input type="checkbox"/> Give others, if any. <input style="width: 100%;" type="text"/> | | | |
| Co-requisites (if any) | 1 st | 2 nd | 3 rd | 4 th |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Course Type <i>Check all that are applicable</i> | <input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) | | | |
| | <input checked="" type="checkbox"/> Elective course for dept. <input checked="" type="checkbox"/> Elective course for other dept.(s) | | | |

Part II. Detailed Course Information**Course Objectives***Maximum 100 words.*

The objective of the course is to define the innovation in terms organizational strategies and the link between the innovation and management in an organization. At this stage, the acquisitions of the concepts such as R&D and knowledge management have a significant importance for shaping innovative decision-making process. Redefinition of technology and entrepreneurship in terms of innovation as well as innovation networks such as clusters and national innovation system is also provided throughout the lecture.

Learning Outcomes*Explain the learning outcomes of the course. Maximum 10 items.*

Upon the successful completion of the course students will:

1. Comprehend the basic concepts of innovation,
2. Be able to define the role of innovation sources in innovation capability
3. Comprehend the relationship between technology and innovation
4. Be able to comprehend the role of innovation in entrepreneurial activities
5. Be able to comprehend the R&D management
6. Be able to develop new product concepts
7. Be able to understand the patenting process
8. Be able to design organizational culture and strategies for facilitating innovation
9. Define the role of knowledge to be used for innovative decision making
10. Be able to define innovation concept in a systematic approach

Textbook(s)*List the textbook(s), if any, and other related main course material.*

| Author(s) | Title | Publisher | Publication Year | ISBN |
|------------|---|---------------|------------------|----------------|
| Paul Trott | Innovation Management and New Product Development 5 th ed. | Prentice Hall | 2011 | 978-0273736561 |
| | | | | |
| | | | | |

Reference Books*List, if any, other reference books to be used as supplementary material.*

| Author(s) | Title | Publisher | Publication Year | ISBN |
|--|------------------------|--------------------------|------------------|----------------------|
| David Smith | Exploring Innovation | McGraw Hill | 2006 | 13:978-007710861-8 |
| T.Davila, M.J.Epstein, R.Shelton | Making Innovation Work | Wharon School Publishing | 2006 | 13:978-0-13-149786-3 |

Teaching Policy*Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Three hours of lecturing. Term project is given to the students. The subject of the term project could be change from one semester to another and the details of the subject is announced from the website of the course (<http://man102.cankaya.edu.tr>).At the end of the semester term project is presented in the class by the students. Some of the assignments from the course book are given to students.

Laboratory/Studio Work*Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.*

N/A

Computer Usage

Briefly describe the computer usage and the hardware/software requirements for the course.

N/A

Course Outline

List the weekly topics to be covered.

| Week | Topic(s) |
|------|---|
| 1 | Creativity and Innovation: The basics |
| 2 | Theories of innovation and innovation management |
| 3 | Innovation and technical entrepreneurship |
| 4 | Creative thinking and novelty |
| 5 | Process of innovation: Dynamic sources and opportunistic approaches |
| 6 | Organizational issues: Strategy, culture and creativity management |
| 7 | Midterm exam |
| 8 | Managing organizational knowledge |
| 9 | Different dimensions of technology transfer mechanisms |
| 10 | R&D management and Intellectual property |
| 11 | Technological spillovers |
| 12 | Innovation in a wider context I: National Innovation Systems |
| 13 | Innovation in geographical context: Regional innovation |
| 14 | Innovation in a wider context II: Innovation Clusters and Networks |

Grading Policy

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

| Assessment Tool | Quantity | Percentage | Assessment Tool | Quantity | Percentage | Assessment Tool | Quantity | Percentage |
|-----------------------|----------|------------|-----------------|----------|------------|-----------------|----------|------------|
| Midterm exam | 1 | 35 | | | | | | |
| Final exam | 1 | 55 | | | | | | |
| Quizzes and homeworks | 1 | 10 | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

ECTS Workload

List all the activities considered under the ECTS.

| Activity | Quantity | Duration (hours) | Total Workload (hours) |
|--|----------|------------------|------------------------|
| Attending Lectures (<i>weekly basis</i>) | 13 | 3 | 39 |
| Attending Labs/Recitations (<i>weekly basis</i>) | - | - | - |
| Compilation and finalization of course/lecture notes (<i>weekly basis</i>) | 13 | 1 | 13 |
| Collection and selection of relevant material (<i>once</i>) | 1 | 3 | 3 |
| Self study of relevant material (<i>weekly basis</i>) | 12 | 3 | 36 |
| Take-home assignments | 1 | 4 | 4 |
| Preparation for quizzes | 1 | 5 | 5 |

| | | | |
|--|---|----|----------|
| Preparation for mid-term exams (including the duration of the exams) | 1 | 10 | 10 |
| Preparation of term paper/case-study report (including oral presentation) | - | - | - |
| Preparation of term project/field study report (including oral presentation) | - | - | - |
| Preparation for final exam (including the duration of the exam) | 1 | 12 | 12 |
| TOTAL WORKLOAD / 25 | | | 4,88 |
| ECTS Credit | | | 5 |

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

| No | Program Qualifications | Contribution | | | | |
|----|---|--------------|---|---|---|---|
| | | 0 | 1 | 2 | 3 | 4 |
| 1 | Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate. | | | X | | |
| 2 | Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management. | | | X | | |
| 3 | Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management. | | X | | | |
| 4 | Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize. | | | | | X |
| 5 | Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity. | | | X | | |
| 6 | Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions. | | | X | | |
| 7 | Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form. | | | X | | |
| 8 | Be thereby qualified to conduct research in business administration and management. | | | X | | |
| 9 | Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert. | | | | X | |
| 10 | Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization. | | | | | X |
| 11 | Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies. | | | | X | |
| 12 | Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective. | | | | X | |
| 13 | Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level. | | | | | X |
| 14 | Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level. | | | X | | |
| 15 | Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics. | | X | | | |
| 16 | Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities. | | | | | X |

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest