

ENTREPRENEURSHIP AND INNOVATION

(ECTS / AKTS Compatible Course Syllabus)

Course Information

Course Title: Entrepreneurship and Innovation

Course Level: Undergraduate

Course Type: Elective

Language of Instruction: English

Weekly Hours: 3 (3+0)

ECTS (AKTS): 5

Course Description

This course provides students with a comprehensive understanding of entrepreneurship and innovation. It focuses on opportunity recognition, innovative thinking, value creation, business model development, and startup fundamentals through practical and experiential learning.

Course Objectives

- Develop an entrepreneurial mindset
- Introduce innovation concepts and tools
- Enable opportunity recognition and evaluation
- Teach business model and value proposition design
- Improve teamwork and presentation skills

Learning Outcomes

1. Explain entrepreneurship and innovation concepts
2. Analyze entrepreneurial ecosystems
3. Apply creative thinking techniques
4. Design basic business models
5. Prepare and deliver startup pitch presentations

Weekly Course Schedule

Week 1: Introduction to Entrepreneurship and Innovation

Week 2: Entrepreneurial Mindset and Ecosystems

Week 3: Types of Innovation and Creativity Techniques

Week 4: Opportunity Recognition and Problem Identification

Week 5: Customer Discovery and Market Research

Week 6: Value Proposition and Competitive Advantage

Week 7: Business Model Design (Lean Canvas)

Week 8: Financial Basics for Entrepreneurs

Week 9: Prototyping and Minimum Viable Product (MVP)

Week 10: Marketing Strategies for Startups
Week 11: Pitching and Presentation Skills
Week 12: Ethics, Sustainability, and Social Innovation
Week 13: Team Project Presentations
Week 14: Course Review and Evaluation

Assessment and Evaluation

Attendance and Participation: 10%
Assignments and In-class Activities: 20%
Midterm Exam / Quiz: 15%
Group Project (Business Model): 30%
Final Pitch Presentation: 25%
Total: 100%

ECTS / AKTS Workload

Theoretical Lectures: 42 hours
In-class Activities: 20 hours
Assignments and Homework: 24 hours
Midterm Exam Preparation: 10 hours
Project Work: 20 hours
Final Exam / Presentation Preparation: 14 hours
Total Workload: 130 hours
ECTS (AKTS): 5

Recommended Reading

Ries, E. – The Lean Startup
Osterwalder, A. & Pigneur, Y. – Business Model Generation
Dyer, J. et al. – The Innovator's DNA