

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BUS 403	ENTREPRENRUSHIP AND INNOVATION	Compulsory	5	-	10.09.2025
Instructor of the Course & E-Mail Address	Prof. Dr. Özge GÖKBULUT ÖZDEMİR - ozgegokbulutozdemir@aybu.edu.tr				
Office Hours & Office Room	Monday 12:00-13:00 / Monday 16:00-17:00 Office: B-230				
Course Content and Objectives	This course combines theoretical foundations and practical approaches to entrepreneurship and innovation, emphasising creativity, opportunity exploration, and opportunity exploitation processes. Students will learn how creative thinking transforms innovative ideas into viable ventures through case studies, discussions, and applied projects.				
Textbook(s)	Mazzarol, T., & Reboud, S. (2017). <i>Entrepreneurship and innovation</i> . Springer. The learning materials consist of selected academic articles, case studies, and contemporary reports. Reading materials will be provided weekly to complement the theoretical discussions and practical applications covered in class.				
Teaching Methods and Techniques	Multiple teaching methods are employed in this course, including the conceptual explanation of key theories, in-class experiential activities and discussions , and student project presentations . This blended approach encourages critical thinking, creativity, and the practical application of entrepreneurial and innovation concepts.				
Course Learning Outcomes	1	Explain the fundamental theories and concepts of entrepreneurship and innovation within business and societal contexts.			
	2	Demonstrate an understanding of creativity and effectual thinking in the entrepreneurial process.			
	3	Analyse and apply the processes of opportunity exploration and opportunity exploitation.			
	4	Evaluate the relationship between technology, culture, and innovation across different industries.			
	5	Distinguish between radical and incremental innovations and assess their market impacts.			
	6	Develop insights into social entrepreneurship and social innovation for sustainable value creation.			
	7	Present and defend entrepreneurial projects and case analyses through teamwork, discussion, and reflective practice.			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	PO1	Provides theoretical frameworks on entrepreneurship, innovation, creativity, and business models			
	PO2	Students analyse real-world opportunities and apply problem-solving in case studies			
	PO3	Creativity and effectual thinking exercises encourage original solutions			
	PO4	All course materials, discussions, and presentations conducted in English			
	PO5	Integration of digitalization and AI in case studies			
	PO6	Social innovation and social entrepreneurship modules emphasise ethical and societal considerations			
PO7	Opportunity exploration/exploitation exercises, entrepreneurial behaviour analysis				
Contribution of the Course to Field Instruction	This course bridges theoretical knowledge and practical applications in entrepreneurship and innovation, providing students with hands-on experience in opportunity exploration and exploitation, creativity, and venture development . By engaging in case studies, in-class experiential exercises, and project-based learning , students gain the skills and insights necessary to apply entrepreneurial concepts effectively in real-world business and societal contexts.				

Topics Covered in the Course	1. Week	Introduction: Innovation, Market, and Society
	2. Week	Theory of Entrepreneurship and Innovation: Entrepreneurship Process <ul style="list-style-type: none"> • Homework: Red Queen Effect and Blue Ocean Strategy • Case Study 1: Comparative cases in different industries
	3. Week	Theory of Entrepreneurship and Innovation: Creative Thinking <ul style="list-style-type: none"> • Homework: Effectuation and Effectual Logic • Case Study 2: Comparative cases in different industries
	4. Week	Theory of Entrepreneurship and Innovation: Entrepreneurial Behaviour – 1 <ul style="list-style-type: none"> • Opportunity Exploration Process • Opportunity Exploitation Process • Homework: Technology – Entrepreneurship – Innovation • Case Study 3: Technology Firms
	5. Week	Theory of Entrepreneurship and Innovation: Entrepreneurial Behaviour – 2 <ul style="list-style-type: none"> • Opportunity Exploration Process • Opportunity Exploitation Process • Homework: Culture – Entrepreneurship – Innovation • Case Study 4: Cultural Organisations
	6. Week	Theory of Entrepreneurship and Innovation: Innovation – 1 <ul style="list-style-type: none"> • Homework: Radical Innovation and Incremental Innovation • Case Study 5: Digitalization and AI in different industries
	7. Week	Theory of Entrepreneurship and Innovation: Innovation – 2 <ul style="list-style-type: none"> • Homework: Social Innovation, Social Entrepreneurship • Case Study 6: Digitalization and AI for society and environment
	8. Week	Midterm Week
	9. Week	Legitimacy of Innovation and New Value Creation in the Marketplace – 1 <ul style="list-style-type: none"> • Homework: Entrepreneurial Marketing • Case Study 7: Comparative cases in different industries
	10. Week	Legitimacy of Innovation and New Value Creation in the Marketplace – 2 <ul style="list-style-type: none"> • Homework: Radical Marketing • Case Study 8: Comparative cases in different industries
	11. Week	Final Project: Social Entrepreneurship and Social Innovation – Interviews with Entrepreneurs: Case Studies – 1
	12. Week	Final Project Presentations: Interviews with Entrepreneurs: Case Studies – 2
	13. Week	Final Project: Presentations Interviews with Entrepreneurs: Case Studies – 3
	14. Week	Final Project Presentations: Interviews with Entrepreneurs: Case Studies – 4
	15. Week	Poster Exhibition: Innovation, Entrepreneurship, and Society

Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	%40
	Assignments	7	%10
	Attendance	14	%10
	Practice	14	%10
	Final Project	1	%30
	Total		100%

Disability Policy

If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.