

GLB 102 Innovation and Entrepreneurship Spring 2020

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Course Description

Entrepreneurship is the process of creating something new, with value, by devoting the necessary time and effort, and getting monetary success in return. Several big companies were established by entrepreneurs. In the past, the success rates were higher and the success was mainly based on the idea underpinning the business. Errors in the earlier stages of the start-up could be overcome with time through learning. In today's highly competitive environment, tolerance for such errors is acutely narrow. Success rates for start-ups are very low due to intense and technology-based competition. In such an environment, it is very hard to be successful without necessary skills and capabilities to establish and run a start-up.

An entrepreneurial orientation is the common denominator among successful enterprises in this new environment. The purpose of this course is to provide students with the entrepreneurial orientation and mindset. Some of the elements that are key for a successful start-up and will be covered in this course are, the ability to seek and explore opportunities, value proposition, understanding customers, having a solid marketing plan, working with a good team, understanding the technology, and financing and managing the cash flows.

Creating new businesses also requires a good understanding of innovation. New discoveries, new technologies, competition, and globalization compel both entrepreneurs and existing firms to foster innovation. This course also examines the theory and practice of promoting and managing innovation in start-ups and existing firms.

This course is intended for anyone interested in starting a business or working for an entrepreneurial company. Course elements include Lectures, Case discussions, Guest speakers, Team project.

Course Learning Outcomes

- Understanding of the entrepreneurial process involved in both pursuing an entrepreneurial venture within a large company and the creating and managing a new enterprise for implementation of an entrepreneurial venture.
- Knowledge about the process that enables entrepreneurs with limited resources to transform a simple idea into a sustainable success.
- Developing critical thinking skills to identify and evaluate entrepreneurial opportunities, manage risks, and learn from results.

- Being able to develop a business model for a start-up or social venture applying entrepreneurial mindset.
- Understanding about the role of entrepreneurship within society, at the level of the organization, and in anyone's own personal life
- Learning the roles of individuals, teams, and the organization in innovation.
- Identifying the elements within the organization that foster creativity and innovation.

COURSE MATERIALS

1. Textbook:

- Entrepreneurship: Starting and Operating a Small Business, by Steve Mariotti and Caroline Glackin, Pearson, 4th edition.
- Essentials Of Entrepreneurship And Small Business Management, by Norman Scarborough and Jeffrey Cornwall, Pearson, 8th edition.

2. Recommended Readings

- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, by Eric Ries
- The Start-up Owner's Manual, The Step-by-Step Guide for Building a Great Company by Steve Blank and Bob Dorf.
- Disciplined entrepreneurship: 24 steps to a successful startup, by Bill Aulet
- Kendi İşini Kurmak İsteyen Girişimcinin El Kitabı (Guy Kawasaki).

3. Recommended Websites

- <https://bmfiddle.com>
- <http://ciz.io>
- <https://www.startupdigest.com/>
- www.techcrunch.com
- <http://steveblank.com>
- <http://www.udacity.com>
- <http://startupistanbul.com>
- <http://www.entrepreneur.com>
- <http://www.businessesforsale.com>
- <http://www.sba.gov>
- <http://www.kosgeb.gov.tr>
- <http://www.entrepreneurship.org>

- ### **4. Canvas Course Website:** Students can access the course syllabus, course materials including lecture notes, links to related websites, assignments, articles, etc. Students

are expected to check Canvas on a regular basis. Exam and assignment grades will also be available at this site.

COURSE REQUIREMENTS & EVALUATION

Course Grade: The course grade will be based on total accumulated points derived from learning activities. Points will be awarded as follows.

Learning Activities	(%)	Grading Scale (%)			
Activities	27%	A	90-100	C	70-72
Attendance	10%	A-	87-89	C-	64-69
Quizzes	8%	B+	83-86	D+	56-63
Final Exam	25%	B	80-82	D	50-55
Projects	30%	B-	77-79	F	0-49
TOTAL	100%	C+	73-76		

Attendance & Class Participation

Students are expected to attend all classes. However, there will be no penalty for missing two classes. Any absence other than those two will cause 15 points deduction from your participation grade. Student absences in excess of 4 weeks will result in automatic failure in the course.

This is a student-driven course. It is your responsibility to participate actively in class discussions. You are not graded on whether you agree or disagree with the instructor or with each other. Evaluation of class participation will be based on your ability to raise and answer important issues, to contribute ideas or insights, to build upon the ideas of others, ask questions to presenters, etc. By actively participating in the class discussions, you can sharpen your insights, and those of your classmates.

Both the quality and frequency of your participation will count towards your grade. Note, however, that high-quality or relevant contribution will earn you a higher participation grade than frequent but insignificant contribution. Also, you will not get any class participation points for just being present in class. Class attendance is a necessary but not a sufficient condition for scoring highly on the class participation.

It is the responsibility of each student to keep track of how you are doing on class participation by checking with the instructor several times during the semester.

Assignments

There will be assignments throughout the semester. The instructor will announce the instructions and the due dates about assignments at the class. E-mail will also be sent about each assignment. It is very important and critical to submit your own work. If a student is found to copy from another student or any sources from the web, it will be considered as plagiarism. The official university policy will be applied to those cases, which include getting zero from all assignments.

Exam

There will be one final exam at the end of the semester, based on the lectures and discussions in the class. The exam will consist of mostly multiple-choice questions based on the lecture notes. The final exam will be comprehensive.

Exam must be taken during their scheduled time. If you must miss an exam for a documented, university-approved reason (e.g. athletic event), contact me at least 3 days before the exam to make other arrangements. Students who fail to notify me in advance will receive a score of zero for the exam. Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no “make-ups” will be allowed. Make-up tests may differ in format from the regular exam.

Project

Students, as a group, are expected to develop an idea and a business plan for a start-up or a social venture. The business plan is the most important component of the course and students are expected to put effort and develop a good business plan. Please note that you need to get out of the building and do search. In this regard, you need to talk to and interview different people. You are also expected to prepare a webpage for your project as it progresses (e.g., wordpress). A final report will be prepared according to a given report format. Selected projects will attend to the entrepreneurship competition at the end of the semester.

The project will be carried out in groups of up to 6 students. The groups will be formed in the first day of the class. The instructor will assign students who cannot form a group to a group. The groups should be interdisciplinary i.e., there should be at least one student from each department. All group members should contribute equally to the project. %10 of your project grade will depend on the peer evaluation by group members. Tentative milestones for the project can be seen at the Schedule (at the end of the syllabus).

More detailed information about the project will be provided later in the class.

GENERAL RULES & GUIDELINES ABOUT THE COURSE

Late Submissions

All of the assignments are due at the scheduled dates and times. Please mark your calendar for all due dates (especially project) and follow the announcements about the assignments. Late assignments receive a 20% deduction for each day they are late. Assignments submitted more than 4 days after the due date will not be accepted.

Communication

Please check your AGÜ e-mail for the announcements. All of the messages and announcements will be sent to your AGÜ e-mail addresses.

Flexibility

A tentative schedule for the entire semester is included in this syllabus. Although much thought and planning was put into the course schedule included in the syllabus, the schedule is tentative and subject to change as necessary to adapt to the specific needs of the class. Occasional departures from the schedule, such as additional readings, assignments, and activities, may be announced in class during the semester. Such announcements will take priority over the printed schedule. Therefore, it is each student's responsibility to be in class, on time, and paying attention in order to keep up-to-date with whatever changes are made in the schedule.

Feedback: Students' comments and suggestions are very important and will be taken into consideration during the course. Please do not hesitate to provide feedback about the course. You can give your feedback during the class, at office hours, through e-mail.

Academic Integrity: Students are obliged to refrain from acts that they know or, under the circumstances, have reason to believe, will impair the integrity of the university or others. Violations of academic integrity include, but are not limited to, cheating, plagiarism, unauthorized multiple submissions or copying and using somebody else's paper/assignment. Any of these violations will be investigated by the discipline committee and may cause expulsion of the student from the University.

COURSE SCHEDULE

Week 1	Introduction to the course and Entrepreneurship History <i>Syllabus, CAT, BAT organizations</i>
Week 2	Foundations of Entrepreneurship
Week 3	Social Entrepreneurship
Week 4	Business Model Development

Week 5	Innovative Energy Technologies
Week 6	Innovative Biotechnologies
Week 7	Innovative ICT Technologies
Week 8	Break
Week 9	Innovative Display Technologies
Week 10	Idea Assessment, Value proposition, Feasibility
Week 11	Design and Innovation, IP Rights
Week 12	Marketing Plan
Week 13	Final Presentations
Week 14	Final Presentations

*****This syllabus is tentative (it can be altered at the discretion of the instructor)*****