

# INNOVATION MANAGEMENT

<b>1</b>	Course Title:	INNOVATION MANAGEMENT	
<b>2</b>	Course Code:	ISL4307	
<b>3</b>	Type of Course:	Optional	
<b>4</b>	Level of Course:	First Cycle	
<b>5</b>	Year of Study:	4	
<b>6</b>	Semester:	7	
<b>7</b>	ECTS Credits Allocated:	5.00	
<b>8</b>	Theoretical (hour/week):	3.00	
<b>9</b>	Practice (hour/week):	0.00	
<b>10</b>	Laboratory (hour/week):	0	
<b>11</b>	Prerequisites:		
<b>12</b>	Language:	Turkish	
<b>13</b>	Mode of Delivery:	Face to face	
<b>14</b>	Course Coordinator:	Doç. Dr. SERKAN KILIÇ	
<b>15</b>	Course Lecturers:		
<b>16</b>	Contact information of the Course Coordinator:	skilic@uludag.edu.tr, U.Ü.İ.İ.B.F. İşletme Bölümü Görükle-Bursa	
<b>17</b>	Website:		
<b>18</b>	Objective of the Course:	Providing information to decision makers about developing and managing innovation. In this sense, to examine the relationship between marketing and innovation and examine the implementation of innovation in marketing.	
<b>19</b>	Contribution of the Course to Professional Development:		
<b>20</b>	Learning Outcomes:		
		<b>1</b>	Understanding new consumer trends in global markets
		<b>2</b>	Defining the integration of marketing and innovation
		<b>3</b>	Understanding the importance of innovation in global competition
		<b>4</b>	Understanding the development process and management of innovation
		<b>5</b>	Evaluating the innovation types
		<b>6</b>	Understanding the innovation sub-structure and the related concepts with innovation
		<b>7</b>	Having a knowledge of powering structures of innovation process
		<b>8</b>	Evaluating the innovation in New Product Development
		<b>9</b>	Evaluating product and service innovations
		<b>10</b>	Evaluating the innovation in Turkey and the World.
<b>21</b>	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	
<b>1</b>	Innovation Concept and its importance		
<b>2</b>	Characteristics of Innovation and its determinants		
<b>3</b>	The innovation sub-structure and the related concepts with innovation		

4	Innovation types	
5	Innovation and organizational relationship	
6	Characteristics of innovative organizations	
7	Innovation process and its management	
8	Powering Structures of Innovation Process	
9	Innovation in Turkey and the World	
10	Marketing and Innovation	
11	Product Innovations	
12	Innovation in Services (Service Innovation)	
13	Case study	
14	Case study	

22	Textbooks, References and/or Other Materials:	<p>Serkan KILIÇ (2013), İnovasyon ve İnovasyon Yönetimi, Seçkin Yayıncılık, Ankara.  Serkan KILIÇ (2013), Yeni Ürün Geliştirmede İnovasyon, Seçkin Yayıncılık, Ankara.  Arman KIRIM (2008), Arman Kırım'dan İnovasyon Dersleri, 1. Basım, Om Yayıncılık, İstanbul.</p> <p>Paul TROTT (2008), Innovation Management and New Product Development, 4th Edition, Prentice Hall, Harlow, England.  Joe TIDD - John BESSANT - Keith PAVITT (1997), Managing Innovation, John Wiley &amp; Sons, Chichester, England.</p> <p>James M. UTTERBACK (1996), Mastering the Dynamics of Innovation, Harvard Business School Press, Boston, U.S.A.</p>
----	---	---

23	Assesment
----	-----------

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		

24	<b>ECTS / WORK LOAD TABLE</b>
----	-------------------------------

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	3.00	42.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	30.00	30.00
Others	0	0.00	0.00
Final Exams	1	40.00	40.00
Total Work Load			154.00
Total work load/ 30 hr			5.13
ECTS Credit of the Course			5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	0	3	0	4	3	3	0	4	5	0	4	0	0	0	0
ÖK2	5	4	3	0	3	4	4	0	5	5	0	5	0	0	0	0
ÖK3	5	0	3	0	4	4	4	0	5	5	0	5	0	0	0	0
ÖK4	5	4	4	4	4	4	4	0	5	5	0	5	0	0	0	0
ÖK5	5	0	4	0	4	4	3	0	5	5	0	5	0	0	0	0
ÖK6	5	4	3	0	4	4	3	0	5	5	0	5	0	0	0	0
ÖK7	5	4	3	0	2	4	4	0	5	5	0	5	0	0	0	0
ÖK8	5	0	4	0	0	4	0	0	5	5	0	5	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>LO: Learning Objectives    PQ: Program Qualifications</b>																
<b>Contribution Level:</b>	<b>1 very low</b>			<b>2 low</b>			<b>3 Medium</b>			<b>4 High</b>			<b>5 Very High</b>			