	INNOVA	ATION	MANAGEMENT						
1	Course Title:	INNOVA	TION MANAGEMENT						
2	Course Code:	ISL4307							
3	Type of Course:	Optional							
4	Level of Course:	First Cyc	ele						
5	Year of Study:	4							
6	Semester:	7							
7	ECTS Credits Allocated:	5.00							
8	Theoretical (hour/week):	3.00							
9	Practice (hour/week):	0.00							
10	Laboratory (hour/week):	0							
11	Prerequisites:	-							
12	Language:	Turkish							
13	Mode of Delivery:	Face to t	ace						
14	Course Coordinator:	Prof. Dr.	SERKAN KILIÇ						
15	Course Lecturers:	-							
16	Contact information of the Course Coordinator:	Telefon: Adres: B	: skilic@uludag.edu.tr 0224 294 11 11 Bursa Uludağ Üniversitesi İİBF İşletme Bölümü, Görükle, 6059 - Bursa						
17	Website:								
18	Objective of the Course:	managin between	g information to decision makers about developing and ag innovation. In this sense, to examine the relationship marketing and innovation and examine the implementation ation in marketing.						
19	Contribution of the Course to Professional Development:	Understa innovation	anding the development process and management of on						
20	Learning Outcomes:								
		1	Understanding new consumer trends in global markets						
		2	Defining the integration of marketing and innovation						
		3	Understanding the importance of innovation in global competition						
		4	Understanding the development process and management of innovation						
		5	Evaluating the innovation types						
		6	Understanding the innovation sub-structure and the related concepts with innovation						
		7	Having a knowledge of powering structures of innovation process						
		8	Evaluating the innovation in New Product Development						
		9	Evaluating product and service innovations						
		10	Evaluating the innovation in Turkey and the World.						
21	Course Content:								
		Co	ourse Content:						
Week	Theoretical		Practice						
1	Innovation Concept and its important	ce							
2	Characteristics of Innovation and its determinants								

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	The inno concepts				ire and	the re	elated											
4	Innovatio																	
5	Innovatio	nizatio	nal rela	ations	hip													
6	Characte	ovati	ve orga	nizati	ons													
7	Innovatio	n prod	cess a	nd its	manaç	gemer	nt											
8	Powering	Struc	ctures	of Inn	ovatio	n Proc	cess											
9	Innovatio	n in T	urkey	and t	he Wor	·ld												
10	Marketin	g and	Innov	ation														
11	Product I	nnova	tions															
12	Innovation in Services (Service Innovation)																	
13	Case stu	dy																
14	Case stu	dy																
	Materials:								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. Paul TROTT (2008), Innovation Management and New Product Development, 4th Edition, Prentice Hall, Harlow, England. Joe TIDD - John BESSANT - Keith PAVITT (1997), Managing									
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ÖK7	5	5	4	1	3	5	5	1	5	5	1	5	0	0	0	0
ÖK8	5	1	5	1	1	5	1	1	5	5	1	5	0	0	0	0
ÖK9	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
ÖK10	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contrib 1 very low ution Level:			2 low			3 Medium			4 High			5 Very High				