

INNOVATION MANAGEMENT

1	Course Title:	INNOVATION MANAGEMENT
2	Course Code:	BYAS222
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. DİLEK TAŞKIN
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. Dilek TAŞKIN Bursa Uludağ Üniversitesi Orhaneli MYO Büro Yönetimi ve Yönetici Asistanlığı Programı dilektaskin@uludag.edu.tr 224 294 26 86-62420
17	Website:	
18	Objective of the Course:	To provide an understanding of the concept of innovation and related concepts, to evaluate the innovation management process, to examine innovation management models, to research innovation management techniques, to establish connections between technology management and innovation, which is an important competitive element for businesses.
19	Contribution of the Course to Professional Development:	By providing a deep understanding of creativity and innovation, students will be aware of their creativity and have knowledge about how to transform creativity into innovation.
20	Learning Outcomes:	
	1	To recognize the basic concepts of innovation.
	2	To understand the types of innovation in organizations.
	3	To have knowledge about the innovation process and the mechanisms for managing this process.
	4	To understand the factors affecting innovation in organizations.
	5	To ensure adaptation to business life by increasing the level of knowledge on innovation management.
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice

1	Innovation and concepts related to innovation, invention, innovation, innovation management, research and development	Example application
2	The place and importance of innovation management in today's businesses	Example application
3	Features and determinants of innovation	Example application
4	Types of innovation (product and process innovation, radical and incremental innovation)	Example application
5	Innovation resources	Example application
6	Innovation process and management	Example application
7	Organizing innovation within the business. The place of leadership, organizational structure, teamwork and communication in innovation management	Example application
8	Innovation strategies. Defensive, imitative, aggressive, optimistic, traditional and dependent innovation strategies	Example application
9	Economic, technological, social, cultural and political factors in innovation management.	Example application
10	The place and importance of technology in innovation management	Example application
11	Factors to be considered for innovation success, evaluation of successful innovation practices	Example application
12	Competition and Innovation Relationship	Example application
13	Relationship between innovation and strategic management, strategic innovation management	Example application
14	Innovation management tools	Example application
22	Textbooks, References and/or Other Materials:	
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
		WEIGHT
Midterm Exam		1
Quiz		0
Home work-project		0
Final Exam		1
Total		2
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		Measurement and evaluation are carried out according to the principles of Bursa Uludağ University Associate Degree and Undergraduate Education Regulations.
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	7.00	7.00
Others	0	0.00	0.00
Final Exams	1	14.00	14.00
Total Work Load			98.00
Total work load/ 30 hr			3.03
ECTS Credit of the Course			3.00

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	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
ÖK2	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
ÖK3	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
ÖK4	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
ÖK5	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							