

## Technical Vocational School of Higher Education

### Course Name: Fundamentals of Innovation and Entrepreneurship

**Term:** 2024-2025/Fall Semester

**Instructor:** Berk DOĞAN ([berk.dogan@tai.com.tr](mailto:berk.dogan@tai.com.tr))

**Schedule:** Thursdays 09:40 – 12:40

**Teaching Mode:** Face to Face

**Background:** Course can be registered as FREE elective or TECHNICAL Elective (*Depending on Department & Faculty Approval*)

**Exams:** In Class

**Course Highlights:** Dive into the fundamental principles of innovation and entrepreneurship, practice by working on real-life projects.

#### What You Will Learn:

- Basics of Innovation and Entrepreneurship: Key Concepts, Methodologies, and Tools
- Design Thinking and Human Centred Design,
- Innovation Ecosystems and Business Models
- Fundamentals of Intellectual Property Management, Technology Transfer and Commercialization

#### Why This Course:

- Equip yourself with foundational knowledge in one of the fastest-growing domains.
- Enhance your problem-solving skills and analytical thinking.
- Key insights into innovation and entrepreneurship practice.

#### Who Should Attend?

This course is tailored for:

- Students, particularly those interested in becoming future innovators and entrepreneurs.

#### Grading

- Midterm (%20)
- Assignments (%20)
- Participation (%10)
- Entrepreneurship Project (%30)
- Final Report and Presentation (%20)

