

M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details				
Code		Academic Year		Semester
BM014		1		Elective
Title		T	A	L
Corporate Learning and Innovation		3	0	0
ECTS		6		
Language	English			
Level	Undergraduate	Graduate	X	Postgraduate
Department / Program	Face to face			
Forms of Teaching and Learning	Business Management			
Course Type	Compulsory	Elective	X	
Objectives	The aim of this course is to provide a virtual business environment to enable the application of theoretical knowledge in innovation management and corporate learning and to evaluate business problems.			
Content	Concept of innovation, digitalization and its importance, reflections of innovation in organizations			
Prerequisites	-			
Coordinator	Assoc. Prof. Dr. Müge KLEIN			
Lecturer(s)	-			
Assistant(s)	-			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	-			
Other Sources	Corporate Innovation: Disruptive Thinking in Organizations 1st Edition by Donald F. Kuratko, Michael G. Goldsby, Jeffrey S. Hornsby (2018).			
Additional Course Material				
Documents	-			
Assignments	-			
Exams	-			
Course Composition				
Mathematics und Basic Sciences				%
Engineering				%
Engineering Design				%
Social Sciences				100%
Educational Sciences				%

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Natural Sciences			%
Health Sciences			%
Expert Knowledge			%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		40
Quiz			
Assignments			
Attendance			
Recitations			
Projects			
Final Exam	1		60
Total			100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	48	48
Recitations			
Laboratory			
Projects			
Final Exam	1	48	48
Total Work Load			180
ECTS Points (Total Work Load / Hour)			6
Learning Outcomes			
1	Gaining the theoretical and applicable knowledge to support innovation process and corporate learning		
2	Evaluating the internal and external factors for innovation success		
Weekly Content			
1	Introduction to Innovation Concept		
2	Basic Principles of Innovation		
3	Business Game		
4	Innovation Competence		

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5	Business Game
6	Business Game
7	Innovation Types and Innovation Criteria
8	Innovation Process in Organizations
9	Business Game
10	Internal and External Factors in Innovation Process
11	Success Factors in Innovation Process
12	Business Game
13	Learning in the Digital Age
14	Business Game
15	End Presentations

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	2	3	4	3	3	5	4	4	5	4	5	4	3
2	2	3	4	3	3	5	4	4	5	4	5	4	3

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

Compiled by: Asst. Prof. Dr. Sevgin BATUK

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