

**COURSE RECORD**

Code	<b>BA 313</b>
Name	<b>Business Model Planning I</b>
Hour per week	1 (0 + 1)
Credit	1
ECTS	2
Level/Year	Undergraduate/3
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	In this class, students will learn "What is a Business Model?", The Canvas approach for new products and business models, exemplar success and failure stories. Meanwhile, students will have knowledge about real case implementation by interview with an entrepreneur. In addition to these, comparison of high-tech versus traditional business, industry analysis and selection will be covered. At the end of the class students will be able to generate a business idea and present it.
Objectives	Infer the key functional areas of the firm Distinguish the resources of companies. Acknowledge canvas business model. Interpret business ideas and opportunities.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Asses the main assets of companies. LO2. Identify the importance of business canvas model. LO3. Describe the primary steps for building a business idea (product/company) LO4. Generate a concrete business idea that fits with the opportunities in the marketplace

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	4	4	5	5	5	5	2	2	2	3
L02	4	4	5	5	5	5	2	2	2	3
L03	4	4	5	5	5	5	2	2	2	3
L04	4	4	5	5	5	5	2	2	2	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
1- Understanding dynamics of companies from resource-based perspective	L01
2- Understanding Startups	L01, L02, L04
3- Born-global companies	L01, L02, L04
4- Business canvas model : key partners, key activities, key resources, value proposition	L01, L02, L03
5- Business canvas model : customer relationship, channels, customer segments, cost structure, revenue streams	L01, L02, L03
6- Generating business ideas	L04

**DERS BİLGİLERİ**

Kodu	<b>BA 313</b>
İsmi	<b>İş Modeli Planlaması I</b>
Haftalık Saati	1 (0 + 1)
Kredi	1
AKTS	2
Seviye/Yıl	Lisans/3
Dönem	Güz,
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu derste, öğrenciler Hİş Modeli Nedir? Canvas model yaklaşımı yeni ürünler ve iş modelleri, başarı ve başarısızlık hikayeleri örneklerini öğreneceklerdir. Bu arada öğrenciler, girişimcilerle yapılan röportajla gerçek dünyadaki uygulanmalar hakkında bilgi sahibi olacaklar. Bunlara ek olarak, yüksek teknoloji ile geleneksel ticaret karşılaştırması, sanayi analizi ve seçimi de görülecektir. Dersin sonunda öğrenciler bir iş fikri oluşturacak ve bunu sunacaklardır.