

COURSE RECORD

Code	BA 460
Name	Entrepreneurship for Engineers and Scientists
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 3,4
Type	Elective
Prerequisites	-
Description	This course aims to provide a hands-on experience to learn modern theories and tools related to entrepreneurial activity and thinking. The course focuses particularly on Engineers & Scientists who would like to start a business that uses a particular technology at its core. Topics covered will include customer discovery, the development of a viable business model, the evaluation and planning of the start-up businesses, alternative go-to-market strategy, intellectual property, and financing. The course will use lectures, directed readings, and guest speakers. Students will be introduced to the basics of entrepreneurship – seeking opportunities for innovative technical solutions to the needs of society and taking these ideas to the market by developing a viable business model, a sound business plan, and a commercialization strategy.
Objectives	Identifying and screening potential business ideas. Being able to develop business ideas into business models. Learning how to examine business assumptions embedded in business models and iterate the model. Gaining a comprehensive understanding of the pivotal role played by technology-based entrepreneurship. Developing the skills and learning how to choose the tools and resources to become a successful entrepreneur.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Develop business models for business ideas. L02. Assess probability of success of the business models. L03. Explain how to develop a business idea into a business venture. L04. Develop skills in ideation, prototyping, and product development. L05. Explain funding sources, financial management, and venture capital.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	3	1	3	0	3	0	1	0	0
L02	5	3	1	3	0	3	0	1	0	0
L03	5	3	1	3	0	3	3	1	0	0
L04	5	5	0	5	4	3	0	4	1	2
L05	5	4	5	0	2	0	1	1	2	5

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

COURSE CONTENT DETAILS

Topic	Outcomes
Opportunity and value assessment	L02, L03, L04
Intellectual property (IP)	L04, L05
Business Model and Business Plan fundamentals	L01, L02, L03
Technology readiness levels	L04, L05
Invention to product: timelines and processes	L01, L03, L04
Tools for financial estimations, Pitching for cash	L02, L03, L05

DERS BİLGİLERİ

Kodu	BA 460
İsmi	Mühendisler ve Bilim İnsanları için Girişimcilik
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3,4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders sayesinde modern girişimcilik teorileri ve araçlarını öğrenme imkanı yaratılacaktır. Ders, özellikle odağında teknoloji barındıran fikirleri uygulamaya geçirmek isteyen mühendisler ve bilim insanlarını hedefler. İşlenecek konulara: müşteri keşfi, iş modeli geliştirme, yeni girişimlerin planlanması ve değerlendirilmesi, alternatif piyasaya-çıkış stratejileri, fikri mülkiyet hakları, ve finansman dahildir. Derste ders verme, yönlendirilmiş okumalar, ve konuk konuşmacılar kullanılacaktır. Ders kapsamında girişimciliğin temel konuları işlenecektir, örneğin toplum faydasına teknik çözümlere uygun fırsatların belirlenip, sağlıklı birer iş modeli, planı ve ticarileşme stratejisiyle pazara çıkmasının sağlanması.