

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2022-2023 SPRING**

BUS 108 Design Based Entrepreneurship (Section I,II)							
Course Name	Course Code	Term	Theory Hour	Application Hour	Laboratory Hour	Credit	ECTS
Design Based Entrepreneurship (Section I,II)	BUS 108	2	3	0	0	3	4

Course Language	English
Course Type	Compulsory
Course Level	Undergraduate
Course Environment	Online
Course Instructors	Asst. Prof. Dr. Zeliha ŞAHİN ÇAĞLI
Course Learning and Teaching Techniques	The course will be carried out through presentations, discussions, design practices, projects and as assignments, individual or group studies, and jury critics

Course Objectives
<p>This design thinking based entrepreneurship course, taught in English, examines a strategic outlook to create, develop and sustain new business opportunities. Design Thinking tools are the key to producing innovative and tangible results, added value for business initiatives and the companies. The aim of this course is a clear understanding of Design Thinking theory and put it into practice in every stage of the process, from the initial idea to final implementation. Basic design principles, architecture of human-oriented, unique entrepreneurship, business development and creative managerial decision-making systems required by especially processes before, during, after natural disaster, crises will be studied. A Project/ projects of the students will be studied to use the most effective concepts, strategies, tools and methodologies with the existing potentials via transforming, developing, modelling processes, to create unique identity and to find solutions to problems with design-oriented skills and functional applications.</p>

Course Education/Learning Outcomes
<ul style="list-style-type: none"> To acquire a comprehensive, experience-based understanding of design based concepts, tools and methodologies. To identify business opportunities and implement ideas in the form of a technically and commercially viable product or service. To learn how to share results in the most effective way with every stakeholder involved. To develop and to implement a holistic design idea in accordance with project needs for regular times and during natural disasters that countries may encounter. To analyze and identify problems, needs and to develop a creative solution. To gain the ability to express design with conceptual dimensions, To deal with the dimensional tools, defend original designs of business ideas.

Course Content

It's planned to be intensive experience-based course, each day starts in the best possible way with an intensive workshop on the topic being studied. The course is structured in various phases based on the principle of design. Examine conceptual Design thinking phase then explore how to create value for the society/client, detect opportunities for change, develop prototyping and use scenarios to communicate results. In the first stage, using and developing the knowledge and skills acquired in the previous education process, a research and sample structure/study/articles are examined in which the needs and requirements related to the subject are determined. The second stage; focuses on the main design problem of the course and develops a design solution to solve the problems of '[dis]ordered situations'

Week	Monday	Thursday
1	Introduction to the course, information, information about the project	Students research and present topics
2	Presentations of research	Studies and critiques for concept poster
3	Studies and critiques for Concept Poster	Critics
4	Continuation of researches, starting to develop projects and critiques (Modelling)	Continuing to develop projects and critiques (Modelling)
5	Completion of research	Completion of research
6	MIDTERM EXAM (Research and concept poster grading)	MIDTERM EXAM (Research and concept poster grading)
7	Critics	Critics
8	Critics	Critics
9	Critics	Critics
10	Critics	Critics
11	MIDTERM EXAM (Main Project Jury)	MIDTERM EXAM (Main Project Jury)
12	Critics	Critics
13	Critics	Critics
14	Critics	Critics
*	The date of the FINAL JURY will be announced during the semester.	

Resources

Change by design: how design thinking transforms organizations and inspires innovation', Tim Brown; Barry Katz New York: HarperBusiness, 2019
'Design thinking for the greater good: innovation in the social sector' Jeanne Liedtka; Daisy Azer New York: Columbia Business School Publishing, 2017
'Leading public design: discovering humancentred governance' Christian Bason Bristol: Policy Press, 2017
'Hands on design thinking' Conrad Glitza; Rosa-Sophie Hamburger; Michael Metzger Munchen: Vahlen, 2019
Das Design Thinking Playbook Michael Lewrick Munchen: Vahlen, Franz, 2018
Design Agility - Toolbox Media Prototyping: Medienprodukte mit Design Thinking agil entwickeln Stefanie Quade; Okke Schlüter Stuttgart: Schäffer Poeschel, 2017
Solving problems with design thinking: ten stories of what works Jeanne Liedtka; Andrew King; Kevin Bennett New York: Columbia University Press, 2013
Designing for growth: a design thinking tool kit for managers Liedtka, Jeanne; Ogilvie, Tim; Liedtka, Jeanne; Ogilvie, Tim New York: Columbia University Press, 2011

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade	1	10
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	40
General Exam / Final Jury	1	50
Total		100
Success Grade Contribution of Semester Studies		50
Success Grade Contribution of End of Term		50

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation			
Projects	5	2	10
Reports			
Homework	1	1	1
Quizzes / Studio Review			
Preparation Time for Midterm Exam / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	4	4
Total Workload/25 hours	(115/25 = 4,6)		
ECTS	4		

Course Category	
Basic Vocational Lessons	X
Major/Area Lessons	X
Supportive Lessons	
Communication and Management Skills Lessons	X
Transferable Skills Lessons	X

Relation of Course Learning Outcomes and Program Qualifications						
No	Program Qualifications / Outcomes	Contribution Level				
		1	2	3	4	5
1	Practice the basic concepts and information about the science of business administration and core business activities with historical/theoretical, aesthetic/artistic, scientific/technological knowledge and understanding about the discipline and principles of Design based thinking.					X
2	Evaluate global and local issues by using design ideas and concepts from the field of business administration; examine and analyze management related information and applications in line with scientific principles by using appropriate qualitative and quantitative methods; interpret and synthesise the data and find solutions to business related problems, have the ability to reflect this knowledge to professional practice					X
3	Take responsibility as a member of an interdisciplinary team to solve, identify, evaluate and manage business problems in line with design, be able to work effectively in teams of various functions and disciplines; effectively carry out project activities					X
4	Bring original, economical, sustainable, innovative and equitable solutions to business problems in different contexts and scales of design.					x
5	Set goals and objectives for the institution he/she works at; detect and solve basic problems; analyze the internal and external environment of the business; evaluate the developments, support continuous improvement and provide innovative strategies					x
6	Acquire the skill of professional design based management to make decisions, manage activities, to improve and implement the employees as a leader					X
7	Acquire the entrepreneurship skill; design and manage a business; promote innovativeness and sustainability					x
8	Maintain life-long learning activities; achieve self-improvement; have the ability to communicate effectively by using appropriate techniques and technologies in visual, written and verbal presentations required by the profession, follow higher level educational programs					X
9	Inform stakeholders with a sense of social responsibility as an individual with effective communication skills; provide design solutions to problems with various models, understand the behaviors and psychology of products users and service takers.					X
10	Use the information and communication technologies and computer software required by the field to have lifelong learning skills and motivation by researching and following current developments in the field of study				X	
11	Effectively use English to follow, read, write and speak about the universal information in the field of business and management sciences and be able to communicate with colleagues in a foreign language with professional proficiency					X
12	Demonstrate a sustainable approach that considers environmental conditions in design in order to offer a better quality of life, act according to the law in all his/her affairs; have a sense of professional and ethical responsibility and code of business conduct and act in line with social values					X
13	Be aware of the contemporary business problems as well as the interdisciplinary scope of business administration management sciences on an universal, environmental, legal, social and societal level and to have an approach that respects the historical/natural environment and to be sensitive to cultures					X

14	Give research proposals, be able to design research studies, prepare and present projects, be equipped, entrepreneurial and self-confident in the fields of observation, research, practice and innovation with a practical training model approach integrated with workplace experience					X
15	Manage work time and personal time; fulfil the requirements of his/her duties on time					x
16	Have the competence to work in non-governmental organizations, private sector and public entities				x	

Policies and Procedures	
Web page: https://www.ostimteknik.edu.tr/business-administration-1240/907	
Exams, Juries, Projects: The Design based project juries aim at assessing various dimensions of business management, entrepreneurship potential activating: through analyzing the situation, defining the distinguishing problems, needs and suggesting sustainable solutions. Students who do not deliver the posters of the projects at the announced time and, if necessary, do not make their oral presentation on time, cannot be evaluated. The case could also be carried to the Dean's Office for additional disciplinary action.	
Assignments: Assignments might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.	
Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.	
Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.	
Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.	

RELATED REGULATIONS

The teaching of the courses, examination and evaluation methods and processes are carried out within the framework of **OSTİM Technical University Associate Degree and Undergraduate Education and Examination Regulations**. Every student has to abide by the rules in this regulation. You can reach the regulations of our school and Higher Education Institution via the links below.

- OSTİM TECHNICAL UNIVERSITY ASSOCIATE AND UNDERGRADUATE EDUCATION AND EXAM REGULATIONS

<https://www.ostimteknik.edu.tr/Content/Upload/Dosya/Mevzuat/On%20Lisans%20ve%20Lisans%20Egitim-Ogretim%20ve%20Sinav%20Yonetmeligi.pdf>

- HIGHER EDUCATION INSTITUTIONS STUDENT DISCIPLINE REGULATION

https://www.yok.gov.tr/Sayfalar/Kurumsal/mevzuat/yok_ogrenci_disiplin_yonet.aspx