ESOGU Faculty of Art and Design
Industrial Design Department
COURSE INFORMATION FORM

SEMESTER	Spring

COURSE CODE	1411xx	COURSE NAME	ENTREPRENEURSHIP

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
8	2	0	0	2	3	COMPULSORY ( ) ELECTIVE (X)	Turkish

COURSE CATEGORY				
Basic Education	Design	Natural and Applied Science	Social Science	Art
	X			

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
MID-TERM	1st Mid-Term	1	20
	2nd Mid-Term		
	Quiz		
	Homework	4	40
	Project		
	Report		
	Others (Participation)	1	10
FINAL EXAM		1	30

PREREQUIEITE(S)	
COURSE DESCRIPTION	This course is designed to support students in bringing their design ideas to life by establishing start-ups. In the theoretical part of the course, information will be given about the requirements of being an entrepreneur and the uncertainties in the process. Students will then focus on a design idea in teams and refine their business model through testing processes before implementing them. In this process, it is aimed that students grasp the importance of teamwork, embrace criticism and early failures, and reach better business ideas.
COURSE OBJECTIVES	The aim of this course; • To inform students about the entrepreneurship process • Teach students methods they can use to test and improve their entrepreneurial ideas. • To support industrial design-oriented start-ups.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	Students taking this course gain knowledge and experience in industrial design-driven entrepreneurship as one of the job opportunities for industrial designers.

COURSE OUTCOMES	Students who successfully complete this course; • Gain knowledge and experience about entrepreneurship. • Learns various tools that can be used in the entrepreneurship process. • Can generate entrepreneurship ideas and test these ideas before implementation. • Can work on an entrepreneurial idea as a team.
TEXTBOOK	* Osterwalder, A., & Pigneur, Y. (2010). Business model generation—A handbook for visionaries, game changers, and challengers. John Wiley & Sons.
OTHER REFERENCES	* Ries, E. (2011). The Lean Startup-How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. * Blank, S., & Dorf, B. (2012). The startup owners manual the step-by-step guide for building a great company. John Wiley & Sons. * Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value Proposition Design—How to Create Products and Services Customers Want.
TOOLS AND EQUIPMENTS REQUIRED	Personal computer for assignments

WEEKLY COURSE SYLLABUS	
WEEK	**TOPICS**
1	Introduction of the program
2	Basic concepts
3	Basic concepts
4	Business model canvas
5	Lean start-up
6	Customer development
7	MVP (minimum viable product)
8	MID-TERM
9	Customer interviews
10	Presenting the entrepreneurial idea and forming the teams
11	Presenting the business model as a team
12	Prototype and test processes
13	Prototype and test processes
14	Prototype and test processes
15	Prototype and test processes
16	FINAL EXAM

NO	**PROGRAM OUTCOMES**	**Contribution Level**		
		3	**2**	**1**
1	Within cultural, historical and artistic contexts the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice		X	
2	The ability to plan the design process, to choose and use appropriate methods and techniques		X	
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach	X		
4	The ability to design in terms of spatial thinking using design principles and elements		X	
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications		X	
6	The ability to visualize and present using two and three dimensional design tools	X		
7	The ability to follow and apply technological developments, current design approaches, sustainable production methods, materials and innovations in the field of informatics in design projects		X	
8	The ability to use field knowledge in industrial design projects by considering the needs and interests of the society and target users within the scope of environmental awareness, professional ethics and the laws	X		
9	The ability to carry out the design process effectively individually or in a team	X		
10	The ability to take an active role in discipline-specific or interdisciplinary studies at the national and international levels;			X

1: None. **2**: Partially contribution. **3**: Completely contribution.

Instructor(s): Öğr. Gör. Nimet Başar Kesdi

Signature: **Date:**