COURSE INFORMATON					
Course Title	*Code*	*Semester*	*L+P Hour*	*Credits*	*ECTS*
Results Oriented Innovation	ES310	Summer	3 + 0	3	5

Prerequisites	-

Language of Instruction	English
Course Level	Undergraduate
Course Type	Elective
Course Coordinator	
Instructors	Emre Öztürk (MSc. M.E.)
Assistants	
Goals	This course aims to highlight the fuzzy front end of innovation and to show that solid outcomes are possible when a methodology covering customers' needs and "work to-be-accomplished" research, opportunity assessment, statistical analysis and growth strategies is applied with vigor and discipline.
Content	We will go through the basic elements of contemporary innovation with success stories and case studies and seek for what would make a successful innovation. Emphasis will be given to the RFI methodology and its impact on enterprise processes such as portfolio and project management, marketing and strategy. This course is well suited for those that aspire to get basic knowledge on the intersection of innovation and strategy and for those willing to take part on the application side of successful innovation with a growth imperative.

Learning Outcomes	**Program Outcomes**	**Teaching Methods**	**Assessment Methods**
1. Identify elements of contemporary innovation and evaluate critical success factors for companies of different sizes and organizational structure.	2,5,6	1	D,H
2. Grasp fundamentals of Results-Focused Innovation (RFI) and construct job maps and opportunity maps in conjunction with basic growth strategies in assistance of a moderator.	2,5,6	1,4	D,H

Teaching Methods:	1: Lecture, 2: Solving problems, 3: Homework, 4: Project
Assessment Methods:	A: Final exam, C: Homework, D: Report, H: Attendance

COURSE CONTENT		
Week	**Topics**	**Study Materials**
1	Elements of contemporary innovation	Course Notes and articles
2	Disruptive innovation	Course Notes and articles
3	Company size and its influence on innovation aspirations	Course Notes and articles
4	Strategy and innovation	Course Notes and articles
5	Success factors of innovation	Course Notes
6	Open innovation and venture capital	Course Notes
7	Introduction to Results-Focused Innovation and project topics	Course Notes
8	Jobs-to-be-done and need statements	Course Notes
9	Segmenting markets around needs	Course Notes
10	Competition analysis and portfolyo management	Course Notes
11	Strategic action plan and focused ideation	Course Notes
12	Stability of laminar flows	Course Notes
13	Project presentations draft	
14	Final project presentations	

RECOMMENDED SOURCES	
Textbook	
Additional Resources	Christensen, C. "The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business", 2011, HarperBusiness Ulwick, A. W., "What Customers Want", 2005, McGraw Hill Christensen, C., Hall, T., Dillon, K., Duncan, D.S., "Competing Against Luck", 2016, HarperCollins

MATERIAL SHARING
Documents
Assignments
Exams

ASSESSMENT		
IN-TERM STUDIES	**NUMBER**	**PERCENTAGE**
Project	1	72
Class Participation	14	28
Homework	0	
Total		**100**
CONTRIBUTION OF FINAL PROJECT TO OVERALL GRADE		
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		100
Total		**100**

COURSE CATEGORY	Departmental courses

COURSE'S CONTRIBUTION TO PROGRAM

No	Program Learning Outcomes	Contribution					
		NA	1	2	3	4	5
1	Comprehends and implements basic sciences, mathematics and engineering sciences at an advanced level.	**X**					
2	Possesses in-depth and broad knowledge including the latest developments in his/her field.						**X**
3	Performs critical analysis, synthesis and assessment of developments and ideas in his/her field of expertise.	**X**					
4	Comprehends, designs, implements and concludes an original research process independently.	**X**					
5	Can conduct an extensive study producing a scientific or technological innovation, developing a new scientific method or technological product/process, or applying an existing method to a new area.				**X**		
6	Can reach the most recent information in an area and comprehend it; has a high level of proficiency in methods and skills for conducting research using such information.				**X**		
7	Able to communicate and discuss effectively in oral, written and visual modes with peers and broad scientific and social groups by using a foreign language at least at the general level of C1 of European Language Portfolio.	**X**					
8	Evaluates and communicates scientific, technological, social and cultural developments, maintaining scientific objectivity and ethical responsibility.	**X**					
9	Contributes to scientific and technological literature by publishing outcomes of his/her studies in respected academic media.	**X**					
10	Develops an original method, or applies an existing one to a new problem in mechanical engineering.	**X**					

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 14x Total course hours)	14	3	42
Homework	0		
Hours for off-the-classroom study (Pre-study, practice)	14	4	56
Project	1	30	30
Final Exam	0		
Total Work Load			128
Total Work Load / 25 (h)			5,12
ECTS Credit of the Course			5