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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Yenilik Yönetimi** | |  |  | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | MYO Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Yeniliği yönetebilme ile ilgili temel bilgi ve becerileri öğrenciye kazandırmak, | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Yenilik yönetiminin önemini kavrar. 2. Yenilik yönetiminde gereken becerileri öğrenir. 3. Yenilik ve yenilik süreçlerini açıklar. 4. Yenilik kaynaklarının ve stratejilerinin neler olduğunu açıklar. 5. İşletmelerde yeniliği belirleyen faktörler ve uygulamarı öğrenir. 6. Yenilik çeşitleri ve modern anlayış ve uygulamaları açıklar. | | | | | | | Dersin İçeriği | Yenilik kavramı ve önemi, yenilik çeşitleri ve yeniliğin yayılması, yenilikle ilgili geliştirilen modeller, modern yenilik anlayış ve uygulamaları, örgütsel yenilik kavramı, yenilikçi örgüt kültürünün geliştirilmesi, işletmelerde yeniliği belirleyen örgütsel faktörler, yeniliği destekleyen ve kolaylaştıran uygulamalar, işletmelerde yeniliğin kaynakları, yenilik stratejileri, yeniliklerin korunması ve yasal çerçeve | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Yenilik kavramı ve önemi | | | | | | | 2 | Yenilik çeşitleri ve yeniliğin yayılması | | | | | | | 3 | Yenilikle ilgili geliştirilen modeller | | | | | | | 4 | Modern yenilik anlayış ve uygulamaları | | | | | | | 5 | Örgütsel yenilik kavramı | | | | | | | 6 | Yenilikçi örgüt kültürünün geliştirilmesi | | | | | | | 7 | İşletmelerde yeniliği belirleyen örgütsel faktörler | | | | | | | 8 | Yeniliği destekleyen ve kolaylaştıran uygulamalar | | | | | | | 9 | İşletmelerde yeniliğin kaynakları | | | | | | | 10 | Yenilik stratejileri | | | | | | | 11 | Yenilik stratejileri | | | | | | | 12 | Yeniliklerin korunması ve yasal çerçeve | | | | | | | 13 | Yeniliklerin korunması ve yasal çerçeve | | | | | | | 14 | Genel tekrar | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Uzkurt, C. ve Demirci, A.E. (Ed.) (2016), Yenilik Yönetimi, Eskişehir: Anadolu Üniversitesi Yayını | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 5 | | - | - | | - | - | | 1 | 3 | | - | 4 | | - | | **ÖÇ2** | 5 | | - | - | | - | - | | 1 | 3 | | - | 4 | | - | | **ÖÇ3** | 5 | | - | - | | - | - | | 1 | 3 | | - | 4 | | - | | **ÖÇ4** | 5 | | - | - | | - | - | | 1 | 3 | | - | 4 | | - | | **ÖÇ5** | 5 | | - | - | | - | - | | 1 | 3 | | - | 4 | | - | | **ÖÇ6** | 5 | | - | - | | - | - | | 1 | 3 | | - | 4 | | - | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Yenilik Yönetimi | 5 | - | - | - | - | 1 | 3 | - | 4 | 1 | |