

BALIKESİR UNIVERSITY
FACULTY OF SCIENCES AND LITERATURE
UNIVERSITY ELECTIVE COURSE INFORMATION FORM

Department / Division	Chemistry / Physical Chemistry		
Course Title	From Idea to Product: Innovation and Entrepreneurship		
Semester	Fall :	Spring : X	
Language of Instruction	Turkish : X		English
Course Credits	Theoretical : 2	Practical : -	Total Credits : 2
ECTS Credits	3		
Mode of Study	Formal Education		
Course Objective	The aim of this course is to analyze the process of transforming an idea into a product from scientific, technical, and economic perspectives, and to provide students with a fundamental conceptual and practical understanding of innovation and entrepreneurship processes. Within the scope of the course, students are expected to: • understand the processes of developing innovative ideas, • analyze the stages of transforming an idea into a product, • evaluate basic entrepreneurship and business development processes, • understand product development, branding, and market entry strategies, • interpret the transformation of scientific knowledge into economic value.		
Course Content	This course covers innovation and entrepreneurship processes starting from idea generation to product development, value proposition creation, and market introduction. Within the scope of the course: • concepts and types of innovation, • idea generation and problem definition, • product development processes, • basic business model development, • branding and value proposition creation, • entrepreneurship ecosystem and support mechanisms, • transformation of scientific and technological knowledge into applications will be examined. The course includes theoretical instruction as well as case studies and application-oriented analyses.		
Prerequisites	-		
Instructor(s)	Prof. Dr. Özkan DEMİRBAŞ	mail :ozkandemirbas@gmail.com	
Teaching Assistants	-	-	
Internship Status	-		
Course Resources	Ries, E. (2011). <i>The lean startup: How today’s entrepreneurs use continuous innovation to create radically successful businesses</i>. Crown Business. Osterwalder, A., & Pigneur, Y. (2010). <i>Business model generation: A handbook for visionaries, game changers, and challengers</i>. John Wiley & Sons.		

13	From idea to product: applied process analysis		
14	General evaluation and student presentations		
Contribution to Program Outcomes		This course contributes to the development of students' interdisciplinary perspective and strengthens their analytical and entrepreneurial thinking skills. It provides moderate to high-level contributions to program outcomes by enhancing: • analytical and critical thinking skills, • problem-solving abilities, • innovative and entrepreneurial mindset, • interdisciplinary thinking skills, • communication and presentation skills.	