Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G467	Dijital Dönüşüm ve İnovasyon Yönetimi	8	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of this course is to teach students how to develop a business idea, how to create a new business model, how to transform existing business models and how to make their presentation.
Content	Week 1: Basic Concepts: Digital transformation, innovation. Why digital transformation? What is the role of innovation culture in digital transformation? Week 2: What is Business Model? What are the key components? Week 3: How to define “Customer Segment”? How to formulate a “Value Proposition”? Week 4: What are the channel types? How are channels planned? How to edit Customer Relationships? Week 5: What are the types of income stream? How to design “Cost Structure”? Week 6: What are Basic Resources, Basic Activities and Basic Partnerships in an enterprise? How is the relationship between these established? Week 7: MIDTERM EXAM Week 8: Four main components of Digital Transformation: Customer, Competition, Data and Value. Week 9: Developing platform, not product / service. Week 10: Developing digital competencies: Process, basic tools, application. Week 11: Developing leadership competencies: Process, basic tools, practice. Week 12: Transferring / matching the value proposal to digital. Week 13: Visual Thinking, Story Telling Week 14: The presentation of Innovation / Digital Transformation idea.
References	· New Venture Creation, Stephen Spinelli, Jr. & Robert Adams, 9th Edition, 2012, McGraw-Hill Education, New York. · Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder, Yves Pigneur, Wiley Sons Ltd. 2010. · Value Proposition Design: How to Create Products and Services Customers Want, Alexander Osterwalder, Wiley Sons Ltd. 2016. · Business Model You: A One-Page Method For Reinventing Your Career by Tim Clark, Wiley Sons Ltd. 2014. · The Digital Transformation Playbook, David L. Rogers, Columbia Business School Publishing, 2017. · Leading Digital, Turning Technology into Digital Transformation, Geroge Westerman, Harvard Business Review Press, 2016.

Theory Topics

Week	Weekly Contents
1	Basic Concepts: Digital transformation, innovation. Why digital transformation? What is the role of innovation culture in digital transformation?
2	What is Business Model? What are the key components?
3	How to define “Customer Segment”? How to formulate a “Value Proposition”?
4	What are the channel types? How are channels planned? How to edit Customer Relationships?
5	What are the types of income stream? How to design “Cost Structure”?
6	What are Basic Resources, Basic Activities and Basic Partnerships in an enterprise? How is the relationship between these established?
7	MIDTERM EXAM
8	Four main components of Digital Transformation: Customer, Competition, Data and Value.
9	Developing platform, not product / service.

Week	Weekly Contents
10	Developing digital competencies: Process, basic tools, application.
11	Developing leadership competencies: Process, basic tools, practice.
12	Transferring / matching the value proposal to digital.
13	Visual Thinking, Story Telling
14	The presentation of Innovation / Digital Transformation idea.