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| <b>Course number and name</b>                            | END 443 / Business Planning & Innovation  |
| <b>Credits, contact hours, categorization of credits</b> | 3 credits / 42 hours / Engineering topic  |
| <b>Instructor or course coordinator</b>                  | Sezi ÇEVİK ONAR   |
| <b>Text book and other supplemental materials</b>        | <ul style="list-style-type: none"> <li>• Johnson, R .1990 <i>The 24 Hour Business Plan</i>. Century Business</li> <li>• Zambruski, M. S. 1999 <i>The Business Analyser and Planner</i>. AMACOM</li> <li>• Friend, G., Zehle, S. 2004 <i>Guide to Business Plan</i>. Profile Books Ltd.</li> <li>• Sandhusen, R.L. 2000 <i>Marketing</i>.</li> <li>• Shim, J.K. 2000 <i>Barron's Financial Management</i>.</li> <li>• Lecture notes</li> </ul> |

| <b>Course information</b> |   |
|---------------------------|---|
| <b>Content</b>            | To teach how to plan a business starting from the phase of thought till the phase of business generation, to teach how to select the business areas that an organization will enter, to teach evaluation approaches to enter a business area. |
| <b>Prerequisites</b>      | 3 <sup>rd</sup> class, 4 <sup>th</sup> class  |
| <b>Type</b>               | Selected elective   |

| <b>Course learning outcomes</b>   |
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| <p>Students who pass the course will be able:</p> <ol style="list-style-type: none"> <li>I. Evaluate business and its environment,</li> <li>II. Define alternative business area,</li> <li>III. Define business segments and marketing strategies,</li> <li>IV. Develop pricing strategies,</li> <li>V. Define capital needs,</li> <li>VI. Define expenditure,</li> <li>VII. Select funding methods,</li> <li>VIII. Make evaluations of business plan.</li> </ol> |

| <b>Student outcomes</b>  | <b>Level of contribution</b> |
|--|------------------------------|
| SO1. An ability to identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics.  | Little                       |
| SO2. An ability to apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors.                   | High                         |
| SO3. An ability to communicate effectively with a range of audiences.  | High                         |
| SO4. An ability to recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts. | High                         |
| SO5. An ability to function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives.   | High                         |
| SO6. An ability to develop and conduct appropriate experimentation, analyse and interpret data, and use engineering judgment to draw conclusions.  | Partial                      |
| SO7. An ability to acquire and apply new knowledge as needed, using appropriate learning strategies.   | Partial                      |

| <b>Week</b> | <b>Topics</b>                           | <b>Learning outcome(s)</b> |
|-------------|---|----------------------------|
| 1           | Introduction                            | I                          |
| 2           | Scanning the market and the environment | I                          |
| 3           | Identify business areas                 | II                         |
| 4           | Identify business areas                 | II                         |
| 5           | Segmentation                            | III                        |
| 6           | Marketing strategy                      | III                        |
| 7           | Pricing policy                          | IV                         |
| 8           | Sales forecasting                       | VI                         |
| 9           | Expenditure forecast                    | V                          |
| 10          | Capital expenditure                     | VI                         |
| 11          | Profit forecast                         | IV, VI                     |
| 12          | Cash flow forecast                      | VI, VII                    |
| 13          | Funding review                          | VII                        |
| 14          | General review                          | VIII                       |