

---

---

---

---

---

---

---

---

 ORTA DOĞU TEKNİK ÜNİVERSİTESİ  
MIDDLE EAST TECHNICAL UNIVERSITY

BA 4146/5146  
Applied Innovation Based Entrepreneurship

Assoc. Prof. Dr. Adil ORAN  
Dept. of BA & GIMER Entrepreneurship Center  
METU

Spring 2017

---

---

---

---

---


---

---

---

**General Information**

- BA 4146/5146 Applied Innovation Based Entrepreneurship
- Class Schedule: **Tuesdays 14:45-17:30** G208
- Assoc. Prof. Dr. Adil ORAN
  - Communication:
    - Office hrs: (H114) MTh 10:15-11:30
    - Phone: (312)210-2041
    - e-mail: [adiloran@metu.edu.tr](mailto:adiloran@metu.edu.tr)
    - [twitter.com/adiloran](https://twitter.com/adiloran)
- GIMER-Entrepreneurship Research Center
  - [www.gimer.metu.edu.tr](http://www.gimer.metu.edu.tr)
  - [twitter.com/odtugimer](https://twitter.com/odtugimer)

BA4146/5146 Spring 2017 

---

---

---

---

---

---

---

---

## Class Web Page

- my page <http://adiloran.com/>
- Choose the appropriate links for
  - Syllabus
  - Assignments
  - Presentations
  - Book websites



---

---

---

---

---

---

---

---

## Course Materials

- Alexander Osterwalder and Yves Pigneur, **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers**
- Eric Ries, **The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses**
- Steve G. Blank and Bob Dorf, **The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company**



---

---

---

---

---

---

---

---

## Supplementary Material

- Bill Aulet, **Disciplined Entrepreneurship: 24 Steps to a Successful Startup**
- Clayton M. Christensen, **The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business**
- Clayton M. Christensen, **The Innovator's Solution: Creating and Sustaining Successful Growth**
- Geoffrey A. Moore, **Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers**
- Ash Maurya, **Running Lean: Iterate from Plan A to a Plan That Works**
- Nathan Furr and Paul Ahlstrom, **Nail It then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation**
- John Mullins and Randy Komisar, **Getting to Plan B: Breaking Through to a Better Business Model**



---

---

---

---

---

---

---

---

## Course Objectives

- Develop team-based working skills.
- Identify and screen potential business ideas.
- Be able to develop business ideas into business models.
- Know how to test assumptions contained in business models and iterate the model and product as needed.




---

---

---

---

---

---

---

---

## Topics

- The Lean Startup
- The Canvas Business Model
- Customer Development
- Testing your Hypotheses
- FLIPPED CLASSROOM




---

---

---

---

---

---

---

---

BA4146 Applied Entrepreneurship	Lecture Topic	Team Presentations (Lessons Learned)
week 1	Syllabus, Speednetworking, activity	
week 2	Business Model Canvas	presentation of project ideas
week 3	Customer Development, Minimum Viable Product	presentation of project ideas
week 4	Customer Segments	Initial team business models presented, how to test Customer Segments
week 5	Value Proposition	Lessons Learned about Customer Segments, how to test Value Proposition
week 6	Customer Relations	Lessons learned about Value Proposition, how to test Customer Relations
week 7	Channels	Lessons learned about Customer Relations, how to test Channels
week 8	Revenue Models	Lessons learned about Channels, how to test Revenue Models
week 9	Key Activities	Lessons learned about Revenue Models, how to test Key Activities
week 10	Key Resources	Lessons learned about Key Activities, how to test Key Resources
week 11	Key Partners	Lessons learned about Key Resources how to test Key Partners
week 12	Cost Structure	Lessons learned about Key Partners, how to test Cost Structure
week 13	Presentation details	Lessons learned about Cost Structure
week 14		Final Presentations

---

---

---

---

---

---

---

---

## Grading:

Class Participation	15	points
Team Project Blog	30	points
Weekly Lessons Learned Presentations	25	points
Team Final Presentation	30	points
TOTAL	100	points



---

---

---

---

---

---

---

---

## Class Preparation

- Read relevant material and complete assignments BEFORE coming to Class
- Come to class ready to take part in discussions
- Ask questions **whenever** you need to!



---

---

---

---

---

---

---

---

## PUNCTUALITY

- PLEASE!
- Do NOT enter the classroom after class has begun (14:45)!
- This will be a great habit in your work.



---

---

---

---

---

---

---

---

## Name Cards

- Please bring legible name cards with you so that I can try to learn your names.



---

---

---

---

---

---

---

---

## E-Mail list

- The course will have an email list that is used for
  - updates to web content
  - changes in times
  - announcements
  - also good for asking questions
- **You are required to become a member!**
- **[ba4146@googlegroups.com](mailto:ba4146@googlegroups.com)**
- subscribe from class web page
- Make sure I can identify you easily (If your address is not name.lastname@aaa)



---

---

---

---

---

---

---

---

## e-mail communication

- The subject of your emails must always begin with the course code (BA4146)!!!
- Use proper form in your communication (Turkish is acceptable if you are writing to me directly, but use proper spelling, grammar, salutation. Practice your business correspondence skills.)
- Make sure to always keep a copy of any correspondence!!! (not just in this class)



---

---

---

---

---

---

---

---

## Networking

- Your network is one of your most valuable assets!
- Not always easy...
- Value of Network depends on 3 factors:
  - Size (number)
  - Variety
  - Connection strength
- In some classes you sit in the same room but may not get to meet most of the other students...
- Here, we SPEEDNETWORK!



---

---

---

---

---

---

---

---

## Speednetworking

- Make two circles, one inside the other.
- Each person will have 60 seconds to introduce themselves, then the other person will do the same.
- Advice: things to include...
  - Your name
  - Department
  - Interests
  - Strengths
  - Projects
  - Problems/needs



---

---

---

---

---

---

---

---

## Again, Welcome

- I hope you enjoy the course
- ATJ



---

---

---

---

---

---

---

---