

Study Plan for Digital Innovation & Entrepreneurship Department (English Version)

- **Faculty Code:** 01 (Faculty of Business Intelligence)
- **Department & Major Code:** 20 (Department of Digital Innovation & Entrepreneurship)
- **Total Graduation Credits:** 120 Credit Hours (40 Courses)
- **Credit Distribution:** 27 Cr. Faculty Requirements + 63 Cr. Major Compulsory Requirements + 30 Cr. Major Electives (Student selects 10 courses out of 12 offered courses totaling 36 Cr.).

1. Unified Faculty Requirements (27 Credit Hours / 9 Compulsory Courses)

Course Code	Course Name	Responsible Department	Credit Hours
0111101	Principles of Smart Management & Business	Business Administration (11)	3
0112101	Principles of Micro & Macro Digital Economics	Banking & Digital Economics (12)	3
0113101	Fundamentals of Business Intelligence & MIS	MIS & Business Intelligence (13)	3
0114101	Principles of Digital Marketing & Consumer Behavior	Digital Marketing & Analytics (14)	3
0115101	Leadership & Corporate Communication Skills	Human Resource Management (15)	3
0117101	Principles of Accounting & Financial Analysis	Accounting & Digital Auditing (17)	3
0119101	Applied Statistics & Decision Modeling	FinTech & Risk Management (19)	3
0120101	Innovation & Design Thinking in Business	Innovation & Entrepreneurship (20)	3
0111102	Business Ethics & Digital Regulations	Business Administration (11)	3

2. Major Compulsory Requirements (63 Credit Hours / 21 Courses)

Course Code	Course Name	Offering Department	Credit Hours
0120201	Innovation Management & Ideation Frameworks	Innovation & Entrepreneurship (20)	3
0120202	Digital Business Model Design & Lean Startup	Innovation & Entrepreneurship (20)	3
0120203	Minimum Viable Product (MVP) Prototyping & Development	Innovation & Entrepreneurship (20)	3
0120204	Growth Hacking & Startup Scaling Strategies	Innovation & Entrepreneurship (20)	3
0120205	Scientific Research & Entrepreneurial Discovery Methods	Innovation & Entrepreneurship (20)	3
0111202	Strategic Management & Competitive Planning	Business Administration (11)	3
0111301	Agile Project Management & Scrum Frameworks	Business Administration (11)	3
0112201	Entrepreneurial Finance & Venture Capital	Banking & Digital Economics (12)	3
0114201	Digital Marketing & Early-Adopter Acquisition	Digital Marketing & Analytics (14)	3
0113201	Product Analytics & Data-Driven Hypothesis Testing (A/B)	MIS & Business Intelligence (13)	3
0117201	Financial Modeling & Startup Accounting	Accounting & Digital Auditing (17)	3
0120301	Incubator, Accelerator & Coworking Space Management	Innovation & Entrepreneurship (20)	3
0120302	Digital Intellectual Property (IP) & Patent Strategies	Innovation & Entrepreneurship (20)	3
0120303	Corporate Entrepreneurship & Intrapreneurship	Innovation & Entrepreneurship (20)	3

Course Code	Course Name	Offering Department	Credit Hours
0120304	Investor Pitching & Funding Negotiation Strategies	Innovation & Entrepreneurship (20)	3
0119301	Startup Risk Assessment & Venture Hedging	FinTech & Risk Management (19)	3
0115301	Co-Founder Sourcing & High-Performing Team Building	Human Resource Management (15)	3
0118301	Value Chain Management for Innovative Digital Products	Smart Supply Chain & Logistics (18)	3
0120401	Social Entrepreneurship & Sustainable ESG Ventures	Innovation & Entrepreneurship (20)	3
0120402	Applied Field Training in Incubators & Accelerators	Innovation & Entrepreneurship (20)	3
0120403	Applied Graduation Project (Startup Launch & Validation)	Innovation & Entrepreneurship (20)	3

3. Major Elective Requirements (30 Credit Hours / Select 10 Courses out of 12 Offered)

Course Code	Course Name	Offering Department	Credit Hours
0120451	Open Innovation & Strategic Ecosystem Partnerships	Innovation & Entrepreneurship (20)	3
0120452	DeepTech Entrepreneurship & AI-Driven Ventures	Innovation & Entrepreneurship (20)	3
0120453	Global Scalability & Internationalization of Startups	Innovation & Entrepreneurship (20)	3
0120454	Startup Exit Strategies, Mergers & Acquisitions (M&A)	Innovation & Entrepreneurship (20)	3
0111451	Executive Leadership & Crisis	Business Administration	3

Course Code	Course Name	Offering Department	Credit Hours
	Navigation in Startups	(11)	
0113451	Cloud Innovations & Software as a Service (SaaS) Models	MIS & Business Intelligence (13)	3
0119451	Decentralized Crowdfunding & Tokenized Project Launch	FinTech & Risk Management (19)	3
0114451	Viral Marketing & Brand Community Building	Digital Marketing & Analytics (14)	3
0117451	Financial Governance & Controls in Rapid-Growth Ventures	Accounting & Digital Auditing (17)	3
0116451	Smart Real Estate Innovations & PropTech Ventures	Real Estate & Investment (16)	3
0112451	Platform Economics & Dynamic Pricing for Digital Services	Banking & Digital Economics (12)	3
0115451	Transformational Leadership & Creative Talent Retention	Human Resource Management (15)	3