



DEVELOPING ENTREPRENEURSHIP AND INNOVATION MINOR PROGRAMMES IN EUROPEAN RESEARCH AREA (ENOVA) PROJECT

INTENSIVE PROGRAMME (25 SEPTEMBER - 9 OCTOBER 2016) SCHEDULE



WEEK 1							
HOURS	25 September 2016 Sunday	DAY 1 26 September 2016 Monday	DAY 2 27 September 2016 Tuesday	DAY 3 28 September 2016 Wednesday	DAY 4 29 September 2016 Thursday	DAY 5 30 September 2016 Friday	DAY 6 1 October 2016 Saturday
09:30 10:30	Arrivals	Registration & Welcome	Open Innovation & Entrepreneurship Mustafa Reha OKUR Yasar University	Entrepreneurial Personality, Entrepreneurial Teams & Entrepreneurship Andreas KUCKERTZ Hohenheim University	Competitive Analysis and Strategic Planning: Entrepreneurship and Innovation Management Perspective Ige PIRNAR Yasar University	Marketing Research and New Product Development Anita TRNAVCEVIC Primorska University	Free Day: <i>Cultural Activity to Alacati / Cesme (optional)</i>
10:30 12:30		Introduction of Yasar University and ENOVA Project Cagri BULUT Yasar University					
12:30 14:00		LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	
14:00 17:00		Typology of Innovation: <i>Innovation Strategy and Innovation Audit</i> Wolfgang SCHABEREITER BRAINPLUS	Creativity, Idea Generation and Design Thinking Clara GÖGELE BRAINPLUS	Entrepreneurial Opportunities and Entrepreneurial Marketing Elisabeth S.C. BERGER Hohenheim University	Project Management: <i>Entrepreneurship and Innovation Management Perspective</i> Burcu KİPER Yasar University	Marketing Research and New Product Development Roberto BILOSLAVO Primorska University	
Evening		<i>Free time for participants</i>	<i>Free time for participants</i>	<i>Free time for participants</i>	<i>Free time for participants</i>	<i>Free time for participants</i>	



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WEEK 2								
HOURS	DAY 7 2 October 2016 Sunday	DAY 8 3 October 2016 Monday	DAY 9 4 October 2016 Tuesday	DAY 10 5 October 2016 Wednesday	DAY 11 6 October 2016 Thursday	DAY 12 7 October 2016 Friday	DAY 13 8 October 2016 Saturday	9 October 2016 Sunday
09:30 12:30	Free Day	Business Planning for New Venture Creation Metehan İĞNECİ Yasar University	Networking, Strategic Alliances, and Industry-University Cooperation for Entrepreneurship and Innovation Management Gözde SİDAL AEA	Organizational Innovativeness, Intellectual Capital, and Innovation Audit Eda CİNER AEA	Preparation for the essay	Financing Strategies for NPD and Innovation Dilvin TASKIN Yasar University	Submission of Essays & Quality Assessment Survey Cinar GURSEL Yasar University	Departures
12:30 14:00		LUNCH BREAK	LUNCH BREAK	LUNCH BREAK		LUNCH BREAK	LUNCH BREAK	
14:00 17:00		Understanding corporate culture for Intrapreneurship and Corporate Entrepreneurship Cagri BULUT Yasar University	NGO Visit: AEGEAN EXPORTERS ASSOCIATION	Science Park Visit: EBILTEM TECHNOLOGY TRANSFER OFFICE		Company Visit: DOGO STORE MANUFACTURING	Conclusion of the Project Cagri BULUT Yasar University	
Evening		Free time for participants	Free time for participants	Free time for participants		Free time for participants	Free time for participants	