



Innovative Methods of Entrepreneurship Training as a Part of Academic Education and VET (TURKEY)



1. Academic Courses for Entrepreneurship

A. TOBB University of Economics & Technology (ETU) – Department of International Interpreneurship



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“Interpreneurship” is a concept of a new type of entrepreneurship that introduces innovative attitudes in the traditional world of business. This new style entrepreneurship is related to high-tech startups and extraordinary economic growth. The emergence of creative entrepreneurs in a world of life-time employment is about to change the traditional structure of management practices (Richter & Teramoto, 1995: 92)¹.

TOBB ETU Department of International Interpreneurship was established in 2010. The department has started training with 40 students in 2011. The preparatory classes for students include the Russian and English education. The students receive their undergraduate education in Moscow State University for three semesters in Russia. Also, in context of the TOBB ETU Joint Training Program, students have interned in Russia or Russian-speaking countries. Total credit curriculum for undergraduate students is 124 credits.

In 2012, the department has begun education for Arabic and Arab countries. In this context, students might receive some part of their education in the Arab Academy for Science, Technology and Maritime Transport in Egypt, Alexandria. Just as in education in Russia, students also receive a certificate from the institution abroad. In this undergraduate program 30% of the courses are taught in English.

The main goal of the department is to train specialized individuals in international markets. In 2013, the world's largest integrated natural gas company Gazprom has provided full scholarships to eight students of TOBB-ETU International Interpreneurship Department.

Some courses provided under the department is as follows.

- Economics for Entrepreneurs
- Introduction to Russian / Arabic / Chinese
- Entrepreneurship and Leadership
- Business Plan and Entrepreneurship Applications
- Russian / Arabic / Chinese for Business World
- International Economics and Finance
- Multinational Firms
- Management for SMEs

¹ Richter and Teramoto (1995). ““Interpreneurship”: A New Management Concept from Japan”, **Management International Review**, vol.35, pp. 91-104.

- Entrepreneurship and Innovation
- Creative Thinking and Idea Generation
- International Management

Department Web Site:

<http://www.etu.edu.tr/c/indexf538.html?q=en/international-intrepreneurship>

B. Kadir Has University – Lifelong Education Center - Entrepreneurship and Innovation Certificate Program



"Entrepreneurship, Innovation Certificate Program" aims to prepare students and graduates to new business world of the 21st century. Courses are given by faculty members from Natural Sciences and Engineering, Economics, Administrative and Social Sciences, Communication, Law and Art and Design Faculties along total of 7 weeks and an achievement certificate is given to participants who are successful at the end of training.

Program aims to support students and graduates in implementation of business ideas, to create a new entrepreneurial climate, and to provide knowledge to participants about basic concepts of entrepreneurs, business plan, legal requirements, innovation, disruptive innovation and key areas such as entry barriers to the industry.

University's certificate program is open to all students and graduates. At the end of the program, it is expected from participants to have all basic knowledge for a new startup and to take true steps in today's business world. At the same time, the participants are informed about creating and applying culture of innovation at the corporate and enterprise levels. In context of the program, courses and course descriptions are as follows:

1. Fundamentals of Entrepreneurship and Innovation

- What is the Initiative? What is innovation? Who is an entrepreneur?
- Entrepreneurship and Innovation processes
- The Transformation of the Entrepreneurship and Innovation in the 21st Century
- Popular Fields in Entrepreneurship and Innovation

2. Entrepreneurship and Innovation in Business and Trade

- Construction and maintenance of a successful initiative
- Marketing Entrepreneurs
- Sustaining the Change
- Following the right strategy in an initiative

3. Entrepreneurship, Innovation and Technology

- Business models and case studies in entrepreneurship based on technology
- Technological entrepreneurship ecosystem and key roles
- Sectorial effects of technological entrepreneurship and paradigm changes
- The rise of data science in technological entrepreneurship and new trends

4. Creativity and Design in Innovative Entrepreneurship

- Basic concepts of innovation (innovation, originality, redesign)
- Innovation and creativity
- Semantic innovation: the semantic profile of the product
- Product differentiation and positioning
- Concept development and creative thinking techniques in design
- New product development strategies
- Design methods
- Social innovation
- The design as a strategic tool

5. Entrepreneurship and Communication

- New customer communication channels
- Customer relationships in the digital Darwinism age
- Communication and customer experience with new technology

6. Legal Aspects of Entrepreneurship and Innovation

- Establishment of a company
- The rights and responsibilities of a company's shareholders and employees
- Intellectual property rights

7. Simulated Entrepreneurship

- A simulation program which enables practicing in a competitive real-world
- Pricing, production, sales and advertisement approaches in a competitive environment

Web site: <http://www.khas.edu.tr/egitim/yasam-boyu-egitim-merkezi/girisimcilik-egitim-programi.html>

C- Middle East Technical University (Metu) Technopark – Teknojumpp Program



Teknojumpp program modeled by the METU Technopark in 2013 is the Turkey's first international-dimensional acceleration program. The main objective of the program is to gain experience, knowledge and connections which accelerate the process of internationalization of technology-based initiatives. Teknojumpp stands out as an acceleration program which is fairly well constructed and driven directly to the success of entrepreneurs in terms of both operation model and all the facilities in Turkey.

The program consists of two stages in Turkey and the United States. The aim of the first stage in Turkey is creation of a basic infrastructure for customer development of entrepreneurs in international arena and the receiving investment. In this 6-week program, entrepreneurs could receive support about CEO of residence, mentoring, corporate valuation, investor presentations, mini-MBA program, business model workshops and marketing. A Demo Day holds at the end of this process and the selected entrepreneurs are supported by including in the United States program.

The main objective of the 4-week U.S. program is to provide business development and enable entrepreneurs to attract investment. Also, trainings about unique rules of the United States market and consultancy activities in field of law, accounting, marketing, sales, and presentation is provided to adapt entrepreneurs quickly to market conditions.

Teknojumpp was able to bring big sound in the entrepreneurial ecosystem in the first year. In 2013, 20 entrepreneurs were accepted into the Turkey program, then eight entrepreneurs included in the U.S. program. During this period, supported entrepreneurs within teknojumpp program began talks with foreign investors and they were able to reach new customers.

The most basic evaluation criteria is to offer grow fast and scalable technological products or services. Also, in order to be included in the program, entrepreneurs required to have already introduced products into the market. Among the applicants, the most suitable of 20 are accepted into the program.

Teknojumpp entrepreneurs will receive the following services:

- CEO in Residence
- Mentoring
- Demo Day
- Consulting and Networking
- Team Coaching

- Training (Business Model, Entrepreneur Financial Modeling, Investment Process, Investor Presentation, Business Valuation, Market Research, Microeconomics and Pricing, Branding, Finance, etc..)

Web site: http://odtuteknokent.com.tr/portal/faces/teknojumpp-navigation/home?_afrcrL-state=zgoo68zww_4&_afrcrLoop=6287511765227098

2. Vocational Education for Entrepreneurship

Objective of vocational training which gains required skills and personal traits to individuals in the labor markets is not only to employ individuals as a paid employee in a workplace, but also to ensure becoming an employer in a sense by means of giving them an entrepreneurial personality to show the necessary entrepreneurial characteristics.

In Turkey, small and medium-sized enterprises (SMEs) have an important place in economic sphere. Thus, priority objective of the secondary vocational education and apprenticeships courses which aim to train intermediate manpower is to create skilled workforce for SMEs. Besides, there is a need professional staff with improved entrepreneurial characteristics that could start their own business. In this context, The Specialized Vocational Training Centers Project (UMEM Project - Skill'10) can be discussed in below.

A- The Specialized Vocational Training Centers Project (UMEM Project - Skill'10)



The Specialized Vocational Training Centers Project (UMEM-Project Skill'10) which has started on 23rd June 2010 serves as an instrument of active labor market policy for tackling against unemployment and diversifying entrepreneurial environment. UMEM Project can be defined as an initiative to provide skills and jobs for unemployed people and to give them an entrepreneurial personality to show the necessary entrepreneurial characteristics. The main target group of the project is youth unemployed although this project applied for all kinds of unemployed age groups. For this purpose, within the scope of UMEM 111 vocational schools have chosen for training among 81 cities in Turkey.

UMEM project provides employers 18% employment tax deduction as well as ensuring qualified jobs and skills for job seekers and new entrepreneurs. In 2013, the Ford and the Toyota companies have benefited from project with 1000 and 800 workers. Also, as a result of courses many participants have required qualifications to start their own businesses especially in the manufacturing sector. In context of UMEM project, in January 2013, a total of 175 courses opened in 33 provinces.

The project is ongoing in Konya province where Necmettin Erbakan University is. The courses offered areas in industrial sector are given in below.

Courses in the Industrial Sector

Packer (Manual)	Shoe Manufacturer (Saya)
Elevator Maintenance and Fault Element	CNC Milling and Lathe Operator
Mill Worker	Electrical Appliances maintenance and repair
Electronic Security Systems Installation and Service Workers	Home Furnishings
Gas Metal Arc Welder	Draftsman the map
Heating Fitter	Chemist
Garment worker	Pasta Production Worker
The Metal Foundry	Model Machinists
Plastic Injection Moulding Machine Operator	Press Machine Operator
Radio, Television and Electrical Equipment Maintenance and Repair	Paddles (Lathe Operator)

Between the years 2011-2013, the rate of employment of trainees in courses realized at an average of 48%. Also, nearly 45% of total employed graduated trainees consist of women in these years.

Current State of Courses Offered in Konya Province

	YEARS								TOTAL
	2011		2012		2013		2014		
<i>Number of Courses</i>	31		44		25		4		104
<i>Number of Trainees</i>	507		723		403		125		1758
<i>Number of Graduated Trainees</i>	391		566		185		?		1142
<i>Number of Employed Trainees (or start their business)</i>	143		300		115		?		558
	W= 30	M= 113	W= 173	M= 127	W= 44	M= 71	?	?	
<i>Employment Rate of Graduates (%)</i>	37		53		62				48

*W:Women, M:Men

Web Site: <http://www.beceri10.org.tr/>