

CaseCampus

Utku Tuncay

March 23, 2016

PCL Programme / Arı Teknokent, İstanbul





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AKBANK

CASECAMPUS PROGRAMME

Trends in Education Sector

CaseCampus Programme

About

Advisory Committee

Case Study Method

Content Management

Conferences

CaseCampus 205

Selection Process

Finalists

CaseCampus Library

A Sample: Armut.com

CaseCampus Spinoffs



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Trends in Education

- **Need for more entrepreneurs: entrepreneurship education**
- **Skills oriented education: Rapid changing environment / Need for flexible, high EQ, good presentation skills etc.**
- **Practical programmes: co-ops, case studies, project based)**
- **Online education / free from in-class teaching: easy access**



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About

Mission: Democratize access to high impact entrepreneurship education

Vision: Become the leading Turkish language entrepreneurship education resource and networking platform for educators and to establish the most comprehensive entrepreneurship self-study portal



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About

- Case Method Based (Local entrepreneurs)
- Blended Learning Program / online modules and offline conferences
- Internship and Mentorship Carrots





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Advisory Committee

Founding Members (2015)

Adil Oran - METU

Ahmet Murat Fiş – Ozyegin University / Istanbul

Deniz Tunçalp – Istanbul Technical University / Istanbul

Mustafa Ergen – Koc University/ Istanbul

Oğuzhan Aygören – Bosphorus University / Istanbul

Taylan Demirkaya – İzmir Economy University / Istanbul

New Members (2016)

Atilla Hakan Özdemir – Bilkent University / Ankara

Elif Kalaycı – Atılım University / Ankara

Engin Özgül – Dokuz Eylül University / Izmir

Yaman Ömer Erzurumlu – Bahçeşehir University / Istanbul



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Advisory Committee

- Academic control for the written cases
- Leading the online forums
- Taking part in the conferences (leading exercises and as Keynote)
- Contributing to the TalentCampus & MentorCampus Programs
- Becoming party to a larger network for teaching entrepreneurship



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CASECAMPUS PROGRAM

Case Study Method

A Critical thinking exercise, acting as the decision maker	Not a quantitative problem solving exercise
Displays management terms through real examples / dilemmas	Does not provide theoretical explanation for the management terms
Brings a holistic approach to the case for solving the dilemmas	Does not necessarily directly relate to functional areas such as HR, Finance, Marketing
Lead to some resolutions in line with the best practices	Each dilemma does not have one single true resolution
Works through business model	Not business plan



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CASECAMPUS PROGRAM

Content Management



1 unit

1 unit
(5 pages)

3 units
(5 min.)

1 unit
(2 hours)

1 unit
(15 min.) (10 Questions)



Teaching
Notes



Written
Case



Dilemma
Video



Online
Forum



Resolution
Video



Quiz

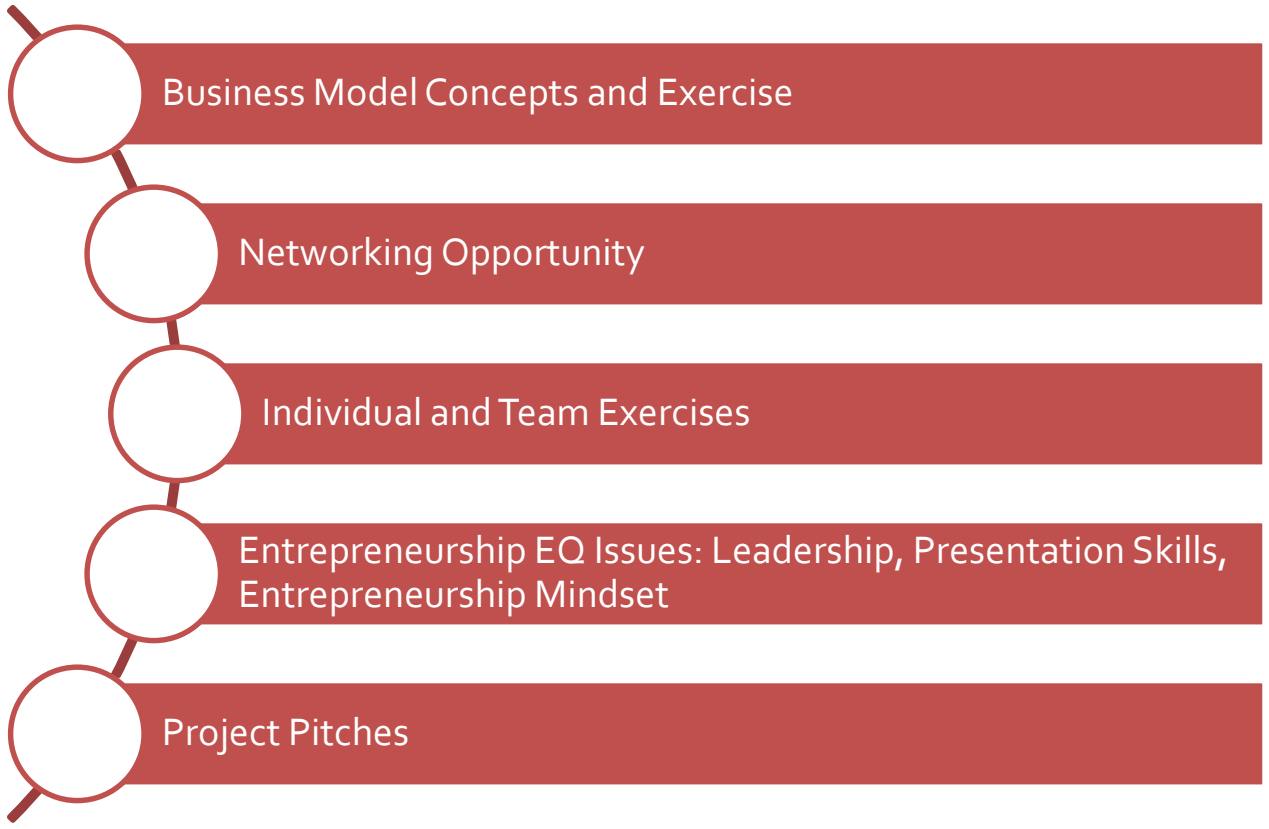


CASECAMPUS

Conferences

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CASECAMPUS
Giriřimcilerin Yolundan Hayallerine Yürü

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Conferences



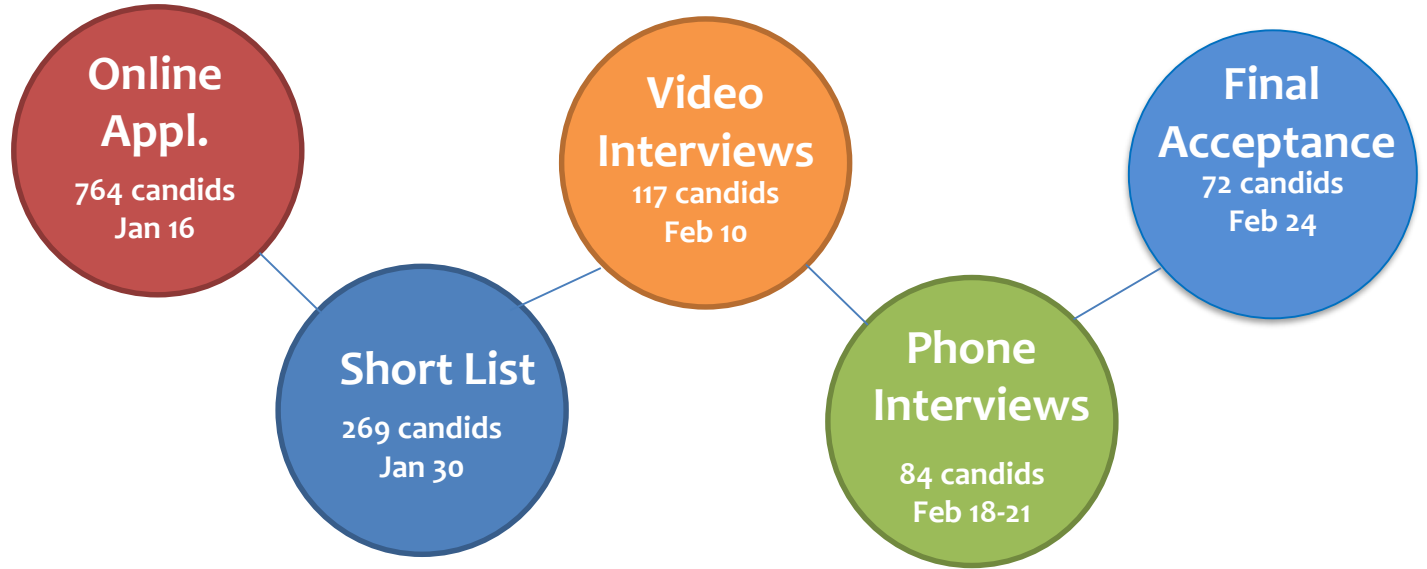
CaseCampus 2015





CASECAMPUS 2015

Selection Process



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CASECAMPUS 2015

Finalists

%7

Completed Undergrad

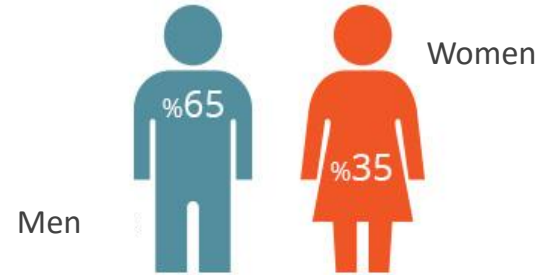


%86

3rd or 4th Year Students

%7

Graduate Students



%22

Business Faculty



%78

Non-Business Faculty

%54
İstanbul

%46
Other Cities





Case Studies





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Library



**DİDEM
ALTINBAŞAK**

2008 / Package
meal service

Dilemmas:

1. Target Group
2. Value Proposition
3. Operation Strategy

EMEK KIRBIYIK

2007 / A wedding
organization
online
marketplace

Dilemmas:

1. Revenue Model
2. New Verticals
3. International Market



baydöner

2006 / Iskender
kebab restaurant
chain

Dilemmas:

1. Expansion in Turkey
2. Product Range
3. International Expansion

EREN MERZECİ

2006 / Frozen pastry
production and
services

Dilemmas:

1. Production
2. Customer Segmentation
3. Retail or Wholesale

nişfud



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BAŞAK TAŞPINAR

2011 / Online marketplace for home improvement and freelancers

Dilemmas:

1. Range of Services
2. Gamification
3. Investment Strategy

BÜLENT TEKMEN

2007 / Fintech Company

Dilemmas:

1. Co-founder Strategy
2. Product Range
3. Marketing Strategy



MURAT ŞAHİN

2005 / Affordable airport transfer services



GÜÇLÜ GÖKOZAN

2008 / E-commerce site for interesting gifts



[stark]

A
R
M
M
U
T



A Sample

Dilemma 1: Range of Services



Dilemma 2: Gamification



Dilemma 3: Investment Strategy



Resolution





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Spin Offs

✓ **TalentCampus:** Internship opportunity at Endeavor Entrepreneurs or Start-ups of VC and Angel Investor Groups, Incubation Centres (10% / 2015)

✓ **MentorCampus:** Endeavor mentorship support (5% / 2015)

✓ **Entrepreneurship Educators Network (EEN)**

Mission: Increase the number of qualified entrepreneurship educators, number of entrepreneurship courses and programs at universities and provide access to entrepreneurship education to Turkish public through providing the most updated sources

Vision: Develop and implement research projects that elaborate nation wide, regional and international entrepreneurship agenda

For more info: www.experience.casecampus.org

Thank You!

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