AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Entrepreneurship I						
Course Code		TİS229		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	3	Workload	76 *(Hours)*	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		In addition to working for others, characteristics, knowledge and competencies of the target students reveal the entrepreneurial qualities that exist in them and acquire the necessary equipment to develop them it is intended.						
Course Content		This conceptual framework of entrepreneurship, approaches, functions, process, culture of entrepreneurship, the local and international context of entrepreneurship, and the issues of entrepreneurial ethics It will be discussed.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study				
Name of Lecturer(s)		Lec. Naciye TOK						

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	2	70

Recommended or Required Reading

1	Öğretim elemanı tarafından önerilen ders kitabı.

Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurial Approaches
2	Theoretical	Entrepreneurship Culture
3	Theoretical	Types of Entrepreneurship
4	Theoretical	Entrepreneurship Functions
5	Theoretical	Areas of Entrepreneurship
6	Theoretical	Entrepreneurship Process
7	Theoretical	Business Idea and Resources
8	Intermediate Exam	Midterm Exams
9	Theoretical	Business Idea Development
10	Theoretical	Business Plan and Elements
11	Theoretical	Business Plan Preparation
12	Theoretical	Business Plan Preparation
13	Theoretical	Your Entrepreneurship is Local, National and International Context
14	Theoretical	Entrepreneurial Approaches

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	2	70
Midterm Examination	1	3	0	3
Final Examination	1	3	0	3
			Total Workload (Hours)	76
			[Total Workload (Hours) / 25*] = **ECTS**	3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	

4	
5	

Programme Outcomes *(Public Relations and Publicity)*

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisiplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisiplinary knowlenge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaings and process on public relations, advertising and marketing for an organization.
8	8. Gradutaes are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4
P1	2	3	5	3
P2	4	4	5	4
P3	5	4	5	2
P4	2	5	4	3
P5	5	3	3	5
P6	5	5	2	4
P7	4	3	4	2
P8	4	2	2	3