



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Entrepreneurship II | | | | | | | |
| Course Code | | TİS224 | | Couse Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 3 | Workload | 78 (Hours) | Theory | 2 | Practice | 1 | Laboratory | 0 |
| Objectives of the Course | | Entrepreneurship and inovations are two important elements of the growing economies. The main of the class is t create entrepreneurial spirit students. | | | | | | | |
| Course Content | | Foundation of entrepreneurship, Process of entrepreneurship, Business plan and its elements, Development of company targets, n-company entrepreneurship, EU grant program, Guidelines for EU project applicants project, Success stories of entrepreneurship | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Individual Study | | | | | |
| Name of Lecturer(s) | | Lec. Naciye TOK | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | Öğretim elemanı ders notları |
|---|------------------------------|

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Foundation of entrepreneurship |
| 2 | Theoretical | Process of entrepreneurship |
| 3 | Theoretical | Business plan and its elements |
| 4 | Theoretical | Business plan and its elements |
| 5 | Theoretical | Business plan and its elements |
| 6 | Theoretical | Business plan and its elements |
| 7 | Theoretical | Business plan and its elements |
| 8 | Theoretical | n |
| 9 | Theoretical | Development of company targets |
| 10 | Theoretical | In-company entrepreneurship |
| 11 | Theoretical | EU grant programme |
| 12 | Theoretical | EU grant programme |
| 13 | Theoretical | Guidelines for EU project applicants project |
| 14 | Theoretical | Success stories of entrepreneurship |
| 15 | Theoretical | Evaluation |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 15 | 2 | 2 | 60 |
| Midterm Examination | 1 | 6 | 1 | 7 |
| Final Examination | 1 | 10 | 1 | 11 |
| Total Workload (Hours) | | | | 78 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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| 1 | To be able to count the basic concepts of entrepreneurship |
| 2 | To be able to distinguish when a business idea will be valuable and innovative |
| 3 | To be able to make financial planning about a business idea |



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| 4 | To be able to comprehend business building techniques and stages, to prepare business plan |
| 5 | To be able to analyze the decision-making process and economic results in entrepreneurship |

Programme Outcomes (Public Relations and Publicity)

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| 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 interdisciplinary property of the communication field. |
| 3 | 3. To have a competence to carry the accumulation of the interdisciplinary knowledge 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/campaigns and process on public relations, advertising and marketing for an organization. |
| 8 | 8. Graduates 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 | L5 |
|----|----|----|----|----|----|
| P1 | 4 | 5 | 5 | 4 | 4 |
| P2 | 5 | 5 | 4 | 4 | 5 |
| P3 | 4 | 3 | 5 | 5 | 5 |
| P4 | 3 | 4 | 4 | 3 | 5 |
| P5 | 4 | 5 | 4 | 4 | 5 |
| P6 | 5 | 4 | 3 | 4 | 5 |
| P7 | 3 | 5 | 5 | 5 | 4 |
| P8 | 4 | 4 | 4 | 3 | 5 |

