



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		İŞT207		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To provide the student to learn the basic concepts of entrepreneurship, to develop business idea, to prepare business plan, to establish business, to encourage and support the development of entrepreneurship ability							
Course Content		Basic Concepts of Entrepreneurship, Development of Entrepreneurship and Entrepreneurship Process, Innovation and Creativity, SMEs, Concession and Intellectual Property Rights, Entrepreneurship Support and Incentives, Business Establishment Process, Business Idea Creation, Business Planning							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study					
Name of Lecturer(s)		Ins. Kutluhan DEMİR, Lec. Zekiye ÇAMLICA							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Girişimcilik ve Küçük İşletme Yönetimi (Prf. Dr. Orhan Küçük)
2	Girişimcilik ( Sibel Doğan, Hasan Altın, Emine Başar)

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Entrepreneurship
2	Theoretical	Seeing Entrepreneurial Opportunities and Creating/Developing Ideas
3	Theoretical	Feasibility Analysis
4	Theoretical	Business Models, Customers, Value Propositions and Revenue Sources
5	Theoretical	Economy, Industry, Competition and Customer Analysis
6	Theoretical	Legal Infrastructure and Ethical Foundations of Enterprise
7	Theoretical	Marketing Principles and Management
8	Theoretical	Networking (Midterm Exam)
9	Theoretical	Determination and Management of the Financial Structure of the Enterprise, Access to Financial Resources for New Start-up
10	Theoretical	Innovation Management and Intellectual Property Rights
11	Theoretical	Professional Management of Enterprise and Strategic Management in SMEs
12	Theoretical	Management of the Growth Process and Growth Strategies
13	Theoretical	Business Plan Development
14	Theoretical	Successful Entrepreneurship Stories

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	6	4	10
Final Examination	1	8	4	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Questions entrepreneurship characteristics based on entrepreneurial characteristics. Compares the activities described about the types of entrepreneurship.
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2	Evaluates the entrepreneurial features of successful entrepreneurship stories and develops their own entrepreneurship characteristics.
3	Learning the obstacles and incentives in entrepreneurship Compare related opportunities.
4	Based on successful examples of entrepreneurship, he / she structures his / her career plan as an entrepreneur.
5	For the development of entrepreneurship make suggestions by evaluating obstacles and incentives.

#### Programme Outcomes (Accounting and Tax Practices)

1	Being an individual who is respectful to his own values, fits ethical rules, investigates and examines environment, events, and takes lessons.
2	To have theoretical knowledge and to manage the process which will contribute to the solution of the various problems that may arise during the professional activity and to obtain the expected practical results in practice.
3	To have theoretical knowledge supported by textbooks with current information, application tools and other resources, and to be able to discuss using any kind of information related to this field.
4	Be able to apply and evaluate all the techniques that the accounting profession should have.
5	Ability to plan, implement and evaluate all activities (such as financial statements and financial statements, keeping accounts in a computer environment, etc.) performed in the business and finance world, accounting bureaus and tax-related institutions.
6	In the sector or institutions that it supports during its activities; to be able to interpret and evaluate data using the knowledge and skills gained in the field, to be able to recognize and analyze problems, and to be able to develop evidence-based solutions.
7	Ability to gain personality traits showing planning and decision making skills.
8	To be able to comprehend the importance of the developments of the business and financial world and the knowledge that they have in this direction, to be able to develop the concepts of creativity and creative thinking, to be able to realize the effects of professional activities in the applied fields.
9	To be able to evaluate and interpret the knowledge and skills gained in the professional field.
10	Be able to develop personality traits that develop environmental awareness, respect for differences, and adapt to different situations and social roles.
11	To be able to use communication techniques properly while maintaining human relations.
12	To be able to use information and communication technologies together with the computer software required by the professional field
13	To be able to inform related persons and institutions about the issues related to the field during the professional work, to be able to transmit suggestions of solutions to problems and problems in writing and orally.
14	To have sufficient consciousness about the universality of social rights, social justice, protection of quality culture and cultural values and environmental protection, occupational health and safety issues.

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

	L1
P14	4

