



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Entrepreneurship in Health Sector								
Course Code	TS072		Course Level		Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The purpose of this course is to provide information on basic concepts in entrepreneurship, to teach how to transform creative and innovative ideas into business, to review the requisites of entrepreneurship in health care, to assess the requisites of infrastructure for entrepreneurship, and to enable students to develop entrepreneurship skills.								
Course Content	<p>Topic in this course include;</p> <p>Basic concepts of entrepreneurship</p> <p>Importance, evolution, functions and types of entrepreneurship</p> <p>Characteristics of entrepreneurs and development of personal traits of entrepreneurs</p> <p>Motivation, creativity and innovation in entrepreneurship</p> <p>Internal and external entrepreneurship</p> <p>Financing entrepreneurship, ways for entrepreneurs to acquire financial resources</p> <p>Protection of discoveries, brands, and designs</p> <p>Business ideas in entrepreneurship</p> <p>Preparing a business plan</p> <p>Management, marketing, financing, and production plans within a business plan</p> <p>Entrepreneurship in developed and developing countries</p> <p>General profile and assessment of entrepreneurship in Turkey</p> <p>Assessment of the potential of entrepreneurship in Turkey health care</p> <p>Stories of entrepreneurship in health care</p> <p>Review of case studies in entrepreneurship</p>								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based Study, Problem Solving								
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Lecture notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts of entrepreneurship
2	Theoretical	Importance, evolution, functions and types of entrepreneurship
3	Theoretical	Characteristics of entrepreneurs and development of personal traits of entrepreneurs
4	Theoretical	Motivation, creativity and innovation in entrepreneurship
5	Theoretical	Internal and external entrepreneurship
6	Theoretical	Financing entrepreneurship, ways for entrepreneurs to acquire financial resources
7	Theoretical	Protection of discoveries, brands, and designs
8	Theoretical	Business ideas in entrepreneurship
9	Theoretical	Business ideas in entrepreneurship
10	Theoretical	Preparing a business plan
11	Theoretical	Management, marketing, financing and production plans within a business plan
12	Theoretical	Entrepreneurship in developed and developing countries
13	Theoretical	Entrepreneurship in Turkey and assessment of the potential of entrepreneurship, healthcare, stories of entrepreneurship in health care
14	Theoretical	Entrepreneurship in Turkey and assessment of the potential of entrepreneurship, healthcare, stories of entrepreneurship in health care



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	7	1	8
Midterm Examination	1	6	1	7
Final Examination	1	6	1	7
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	Upon completion of this course, students are expected to gain knowledge on primary concepts of entrepreneurship, role of entrepreneurs in economic life and the occurrence of a business opportunity; to have the ability to analyze works and decision processes required for transforming a successful work plan into a business opportunity; to learn how to prepare a business plan;
2	Entrepreneurship features in successful entrepreneurship stories develop their own entrepreneurship characteristics.
3	Learning the barriers and incentives in entrepreneurship compares relevant opportunities.
4	Constructs a career plan as an entrepreneur based on examples of successful entrepreneurship.
5	Evaluate barriers and incentives for the development of entrepreneurship

**Programme Outcomes (Environmental Health)**

1	They have the appropriate level of knowledge about the basic sciences which has an interaction with the environment and the environment itself.
2	They have gained the basic concepts, skills and qualifications in the Environmental health theoretical and practical lessons. And then they can establish the connections that are necessary to protect the environment and people's health in the light of these competencies.
3	They can use the approaches and the information of basic and applied research in different disciplines. They can follow the innovations and developments in their field, and have self-development competency with the terms of the day.
4	They know and apply the analysis methods used in the evaluation of environmental factors (drinking water, waste water treatment, air pollution, meteorological data, land values, food control, radiation measurement, etc.).
5	They have a professional and ethical consciousness, and have the ability to recognize the environmental problems and also can formulate a solution to these problems. They apply the gained knowledges and skills faced in real life situations, transfers the knowledge to individuals around, and wins the life-long learning behavior.
6	They are able to use their professional knowledge in their lives and behave sensitively toward the local and global environmental problems and effectively uses to the legislation and management tools the necessary for the solution.
7	Gained the ability to adapt the changing in a positive way themselves, to understand the core values and cultures of the society which are living. Sensitive to the universal and the social values, interests of the country, have adopted the concept of sustainable development, environmentally conscious, productive, behaves aware of the ethical and professional responsibility.
8	Provides a healthy interact of individual, society and the environment and take responsibility in the necessary situations for the continuity.
9	They gain the ecologically-based solving skills the problems and the delays that may arise in interaction with each other of living and nonliving environment. Interests of local and national, and Ecological and historical values of our country, and contribute to the protection and the development of them.
10	Exhibits the appropriate behaviours for the protection and the development of plants, animals, and inanimate environment, and the especially human health.
11	Knows the value of energy for life, recognizes the types of energy, and have conscious of the importance, using and dissemination of renewable energy sources.
12	Knows the properties of information and communication technologies, and uses them in the process efficiently and professionally.
13	They aware of the democracy, rule of law, human rights, the national and universal cultural characteristics, and sensitive towards to the nature, society and people.
14	Knows the importance of Ataturk's principles and reforms, make them a way of life.
15	Uses effectively the Turkish in speaking and writing.
16	Has at least one foreign language ability to be able to follow the knowledge in their profession and to communicate with colleagues.
17	To have the appropriate knowledge of medical sciences at the level of interest, to use specific medical terms and terminology of field

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

	L1
P2	4



P5	4
P12	4

