



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 (Medical Laboratory Techniques)

1	Understands the basic operation, organization, and safety rules of the medical laboratory; takes personal safety precautions and ensures a safe laboratory environment.
2	Accepts samples in the medical laboratory, performs pre-analysis preparation, ensures proper transfer conditions, and delivers results.
3	Performs basic tests in various fields of the medical laboratory, prepares analytical solutions, and effectively uses devices and techniques involved in the analysis process.
4	Applies disinfection and sterilization techniques, ensures laboratory hygiene, and complies with waste management procedures.
5	Evaluates and interprets the results of analyses and prepares laboratory reports in accordance with professional ethical principles.
6	Possesses fundamental knowledge of health sciences and effectively uses medical terminology in professional applications.
7	Communicates effectively in healthcare services, works well in teams, and uses Turkish proficiently; has a basic level of foreign language proficiency in professional applications. Embraces Atatürk's principles and reforms, adopts national, moral, spiritual, and cultural values, and maintains an open perspective toward universal and contemporary developments.
8	Keeps up with advancements in science and technology, continuously updates professional knowledge and skills, and engages in self-improvement.
9	Is aware of individual and public health, environmental protection, and occupational safety issues and fulfills responsibilities in these areas.
10	Possesses awareness of career management and lifelong learning within an academic context.

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	1	1	1	1	1
P2	1	1	1	1	1
P3	1	1	1	1	1
P4	1	1	1	1	1
P5	1	1	1	1	1
P6	1	1	1	1	1
P7	1	1	1	1	1
P8	1	1	1	1	1
P9	1	1	1	1	1
P10	1	1	1	1	1

