



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	70

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	Intermediate Exam	Examination
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	Preparation for final exam
15	Theoretical	Preparation for final exam
16	Final Exam	Final



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 (Physiotherapy)

1	To be able to recall the information of research methods and statistics so as to follow the developments, monitor and interpret scientific literature
2	To have the appropriate knowledge of basic sciences at the level of interest, to use specific medical terms and terminology of physical therapy
3	To be able to recall knowledge of the general structure and properties of musculoskeletal system and the joints and to evaluate the story of musculoskeletal diseases.
4	To be able to comprehend the methods of measurement of the range of motion of joints and to measure it.
5	To be able implement a general evaluation of posture analysis and gait analysis.
6	To be able to recall the knowledge about general characteristics of musculoskeletal diseases, osteoporosis, osteoarthritis, rheumatoid arthritis, ankylosing spondylitis, especially rheumatic diseases, mechanical low back and neck pain, disc herniation, soft tissue disorders and to apply appropriate physiotherapy.
7	To be able to recall the knowledge and gain skills about the devices and the agents of heater used in physical therapy, indications and contraindications of using, and the necessary information about how to apply on patients.
8	To be able to recall the knowledge of the electromagnetic field.
9	To be able to recall what Elektroakunktur, Laser, Biofeedback, cervical and lumbar traction systems, pneumatic compression therapy are, and how to apply them, which one is applicable to patients.
10	To be able to recall what manipulation-mobilization is and which patients are suitable for this application.
11	To be able to recall what massage and hydrotherapy treatments are and which patients are suitable for these applications.
12	To be able to gain the professional and ethical awareness, apply gained knowledge and skills in real life situations and transfer gained knowledge to individuals around her/his environment, and improve behavior of life-long learning.
13	To gain knowledge about methods of diagnosis, protection and treatment of diseases
14	To be able to recall the knowledge and gain skills about physical therapy and rehabilitation methods to be applied to neurological disorders.
15	To be able to recall the knowledge and gain skills about physical therapy and rehabilitation methods to be applied to cardiopulmonary disorders.
16	To be able to recall the knowledge and gain skills about physical therapy and rehabilitation methods to be applied to pediatric patients.
17	To be able to gain knowledge about the effects of fitness and exercise on metabolism and responses of body systems to them.
18	To have knowledge about rehabilitation services
19	To become individuals who can do interdisciplinary team work, with a sense of social responsibility and entrepreneur.
20	To be able to recall the knowledge about Atatürk's Principles and the History of Turkish Revolution.
21	To be able to gain the knowledge and ability to become contemporary individuals who can use Turkish language grammar well and know a foreign language knowledge necessary to follow the developments in the profession.

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

	L1	L2	L3	L4	L5
P19	5	5	5	5	5

