



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		Topic in this course include; Basic concepts of entrepreneurship Importance, evolution, functions and types of entrepreneurship Characteristics of entrepreneurs and development of personal traits of entrepreneurs Motivation, creativity and innovation in entrepreneurship Internal and external entrepreneurship Financing entrepreneurship, ways for entrepreneurs to acquire financial resources Protection of discoveries, brands, and designs Business ideas in entrepreneurship Preparing a business plan Management, marketing, financing, and production plans within a business plan Entrepreneurship in developed and developing countries General profile and assessment of entrepreneurship in Turkey Assessment of the potential of entrepreneurship in Turkey health care Stories of entrepreneurship in health care Review of case studies in entrepreneurship							
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 (Medical Imaging Techniques)

1	To be able to get information the working principles of Radiology, Nuclear Medicine and Radiotherapy devices, and distinguish their components, use these devices in accordance with operating instructions.
2	To be able to perform the procedures in accordance with the examination of Radiology and Nuclear Medicine imaging .
3	To be able to apply the radiotherapy treatment, planned by radiation physicist with instruction of radiotherapist.
4	To be able to develop and perform the film printing of the images that obtained by imaging techniques of Radiology, Nuclear Medicine
5	To be able to evaluate the images that obtained by imaging techniques of Radiology, Nuclear Medicine in terms of radiographic quality and takes the necessary measures.
6	To be able to know the medical and radiologic terminology, and pronounce and use them correctly
7	To be able to take the necessary measures in accordance with the rules of Radiation safety and protection from radiation, and apply them.
8	To be able to distinguish the anatomical structures on images, obtained by the conventional and cross-sectional imaging techniques of Radiology, Nuclear medicine.
9	To be able to communicate well with patient, their family and the hospital staff.
10	To be able to move with own professional duties, powers and responsibilities of the consciousness and apply the rules of professional ethics.
11	To be able to adapt to a multi-disciplinary team work.
12	To be able to have a basic knowledge of human physiology.
13	To be able to distinguish anatomical structures.
14	To be able to establish a cause-and-effect relationship between events.
15	To be able to have the ability of analytical thinking and problem solving.
16	To be able to apply the basic principles of first aid.
17	It has basic knowledge about human anatomy
18	Understanding the basic concepts and principles of physics while providing, in the medical field and in particular medical imaging students better understand the issues involving technical vocational courses
19	OHS 'basic concepts; work accidents, occupational diseases, occupational physicians, occupational safety specialist, İSGB, OSGB, hazard classes, risk assessment, OHS employee representatives is
20	Have basic knowledge about basic medical practices and makes applications

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

	L1	L2	L3	L4	L5
P15	1	1	1	1	1

