



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		HAT210		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	4	Practice	0	Laboratory	0
Objectives of the Course		To present information with respect to create bussiness development, business plan for prospective entrepreneurs. The goal is to provide a solid background with practical application of important concepts applicable to entrepreneurial environment. Entrepreneurial discussions regarding the key business areas of finance, accounting, marketing and management include the creative aspects of entrepreneurship.							
Course Content		This Class Addresses The Unique Entrepreneurial Experience Of Conceiving, Evaluating, Creating, Managing, And Potentially Selling A Business. The Course Relies On Classroom Discussion, Participation, Guest Speakers, Case Analysis, The Creation Of A Feasibility Plan, And Building A Business Plan To Develop A Comprehensive Strategy For Launching And Managing A Business. Students Will Need To Draw Upon Their Business Education And Experience, And Apply It To The Task Of Launching A New Venture.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Individual Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Küçük, Orhan (2009); Girişimcilik ve Küçük İşletme Yönetimi, Seçkin Yayıncılık.
2	Çelik, Adnan (2018); Uygulamalı Girişimcilik, Eğitim Kitabevi Yayınları.
3	Karadal, Himmet ( 2014); GİRİŞİMCİLİK - Uygulamalı Girişimcilik Eğitimi, KOSGEB Destekleri, İş Planı, Sosyal Sermaye, Farklılıkların Yönetimi, Güncel Yaklaşımlar, Beta Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Course Overview & Introduction
2	Theoretical	The Challenge of Entrepreneurship
3	Theoretical	Business Ethics, Social Responsibility and Entrepreneurship
4	Theoretical	Historical Development of Entrepreneurship in Turkey
5	Theoretical	Basic Functions of Entrepreneurship
6	Theoretical	Advantages and Disadvantages of Entrepreneurship
7	Theoretical	Types of Entrepreneurship
8	Intermediate Exam	Midterm Exam
9	Theoretical	Conditions for Success in Starting a New Business
10	Theoretical	Basic Steps of the Business Building Process
11	Theoretical	Business Plan Concept and Elements: Sector and Market Research, Marketing
12	Theoretical	Business Plan Concept and Elements: Production and Management
13	Theoretical	Business Plan Concept and Elements: Financial Plan
14	Theoretical	Business Plan Workshops
15	Theoretical	Writing Business Plan and Issues to be Considered in Presentation, Business Plan Presentations
16	Final Exam	Final Exam



17	Final Exam	Final Exam
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**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	4	84
Individual Work	1	3	1	4
Midterm Examination	1	4	1	5
Final Examination	1	6	1	7
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = <b>ECTS</b>				4

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to define entrepreneurship concept and its historical background.
2	To be able to raise awareness about ways of developing personal and corporate innovation and creativity.
3	To know the process of starting a business.
4	To be able to develop a new bussiness plan.
5	To be able to follow current publications about entrepreneurship and make critical evaluation of them.

**Programme Outcomes (Public Relations and Publicity)**

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowlengce to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaings and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

**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	3	4	3	3	3
P2	3	4	3	3	4
P3	3	3	4	3	4
P4	3	4	3	4	3
P5	4	3	3	4	3
P6	4	3	4	3	4
P7	4	3	4	3	4
P8	3	3	3	3	4
P9	3	3	3	3	4

