



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		İŞT207		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To provide the student to learn the basic concepts of entrepreneurship, to develop business idea, to prepare business plan, to establish business, to encourage and support the development of entrepreneurship ability							
Course Content		Basic Concepts of Entrepreneurship, Development of Entrepreneurship and Entrepreneurship Process, Innovation and Creativity, SMEs, Concession and Intellectual Property Rights, Entrepreneurship Support and Incentives, Business Establishment Process, Business Idea Creation, Business Planning							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study					
Name of Lecturer(s)		Lec. Zekiye ÇAMLICA							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Girişimcilik ve Küçük İşletme Yönetimi (Prf. Dr. Orhan Küçük)
2	Girişimcilik (Sibel Doğan, Hasan Altın, Emine Başar)

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Entrepreneurship
2	Theoretical	Seeing Entrepreneurial Opportunities and Creating/Developing Ideas
3	Theoretical	Feasibility Analysis
4	Theoretical	Business Models, Customers, Value Propositions and Revenue Sources
5	Theoretical	Economy, Industry, Competition and Customer Analysis
6	Theoretical	Legal Infrastructure and Ethical Foundations of Enterprise
7	Theoretical	Marketing Principles and Management
8	Theoretical	Networking (Midterm Exam)
9	Theoretical	Determination and Management of the Financial Structure of the Enterprise, Access to Financial Resources for New Start-up
10	Theoretical	Innovation Management and Intellectual Property Rights
11	Theoretical	Professional Management of Enterprise and Strategic Management in SMEs
12	Theoretical	Management of the Growth Process and Growth Strategies
13	Theoretical	Business Plan Development
14	Theoretical	Successful Entrepreneurship Stories

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	6	4	10
Final Examination	1	8	4	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Questions entrepreneurship characteristics based on entrepreneurial characteristics. Compares the activities described about the types of entrepreneurship.
---	---



2	Evaluates the entrepreneurial features of successful entrepreneurship stories and develops their own entrepreneurship characteristics.
3	Learning the obstacles and incentives in entrepreneurship Compare related opportunities.
4	Based on successful examples of entrepreneurship, he / she structures his / her career plan as an entrepreneur.
5	For the development of entrepreneurship make suggestions by evaluating obstacles and incentives.

Programme Outcomes (Apiculture)

1	Understand to bee family (ecology, behavior), needs and diseases of bees. To make needs for healthy colony.
2	Produce of bee and bee products with modern techniques
3	Understand and use of tools and equipments used in Apiculture
4	Understand to nectar and pollen vegetables
5	To know nomadic apiculture conditions
6	Packing of bee products
7	Application to hygienic rules in apiculture enterprise
8	To have information of professional ethics and responsibility
9	Ability to work in team and individual
10	To communicate orally and in writing

