AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Small Entrepreneurship Management								
Course Code	İYP123		Couse Level	Short Cycle (Associate's Degree)					
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This course aims to inform the students about entrepreneurship and entrepreneurship in the theoretical issues.								
Course Content	concept of entrepreneurship, features and characteristics of entrepreneurship, types, small business management subjects								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Orhan Küçük, “Girişimcilik ve Küçük İşletme Yöneticiliği”, Seçkin Kitabevi

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts related to entrepreneurship
2	Theoretical	Importance of Entrepreneurship and Historical Development
3	Theoretical	Characteristics of the Entrepreneur
4	Theoretical	Internal and External Entrepreneurship
5	Theoretical	Importance of Entrepreneurial Motivation
6	Theoretical	Entrepreneurship Success Factors and Failure Reasons
7	Theoretical	Importance of Innovation and Entrepreneurship
8	Intermediate Exam	Midterm exam
9	Theoretical	SMEs and Common characteristics of SMEs
10	Theoretical	Economic and Social Systems Contribution of SMEs, Advantages and Disadvantages
11	Theoretical	Finance and Venture Capital
12	Theoretical	Problems and Solutions for Small Business
13	Theoretical	Problems and Solutions for Small Business
14	Theoretical	Case studies

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	
2	
3	
4	
5	

6	

Programme Outcomes *(Marketing)*	
1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1
P1	5