



AYDIN ADNAN MENDERES UNIVERSITY
KARACASU MEMNUNE İNCİ VOCATIONAL SCHOOL
HANDICRAFTS
JEWELLERY AND JEWELLERY DESIGN
COURSE INFORMATION FORM

Course Title	Small Entrepreneurship Management								
Course Code	İYP123			Course 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
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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 (*Jewellery and Jewellery Design*)

1	-
2	-
3	-
4	-
5	-
6	-
7	-
8	-
9	-
10	-
11	-
12	-
13	-
14	-
15	-
16	-
17	-

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

	L1	L2
P1	4	5
P17	5	5

