



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship II							
Course Code		PSB244		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Explain the reasons for the emergence of entrepreneurship, to teach the methods to be successful in business , small and medium -sized businesses, the role of economic and social life and to assess their importance.							
Course Content		The concept of entrepreneurship, evaluation of entrepreneurship characteristics, creativity and business idea development and creativity exercises, types of small businesses, management in SMEs, human resource management in SMEs, public relations in SMEs, marketing in SMEs, market research, production in SMEs management, R & D in SMEs, financing in SMEs, accounting in SMEs, business plan concept, business plan marketing plan, production plan, management plan, evaluation of financial plans.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Evrim CEVİK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Hasan Tutar , Fırat Altınkaynak , Duygu Terzi, Girişimcilik Temel Girişimcilik ve İş Kurma Süreci, Detay Yayıncılık, 2000
2	Mehmet Güneş, Kobiler İçin Girişimcilik, Türkmen Kitabevi, 2019
3	Sibel Doğan , Hasan Altın , Emine Başar, Meslek Yüksekokulları İçin Girişimcilik, Nobel Akademik Yayıncılık, 2013
4	Ali Kaya, Girişimcilik ve Kobi Yönetimi, Eğitim Kitabevi Yayınları, 2017
5	Öğretim elemanı ders notları,
6	Kosgeb iş planı örneği

Week	Weekly Detailed Course Contents	
1	Theoretical	Testing the entrepreneurial characteristics.
2	Theoretical	Creativity exercises about business idea development.
3	Theoretical	The concept of the business plan and its elements - market research, concept and business plan and marketing plan elements.
4	Theoretical	The concept of the business plan and its elements - management plan business plan concept and elements -financial plan.
5	Theoretical	Workshops for the reinforcement of business plan elements (production plan)
6	Theoretical	Business plan workshop for the consolidation of work items (market research)
7	Theoretical	Workshops for the reinforcement of business plan elements (management plan)
8	Intermediate Exam	Midterms
9	Theoretical	Workshops for the consolidation of work plan items (marketing plan)
10	Theoretical	Workshops for the consolidation of work plan items (financial plan)
11	Theoretical	Bussiness plan and presentation.
12	Theoretical	Bussiness plan and presentation.
13	Theoretical	Bussiness plan and presentation.
14	Theoretical	Bussiness plan and presentation.
15	Theoretical	Bussiness plan and presentation.
16	Theoretical	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Term Project	1	0	15	15
Midterm Examination	1	2	1	3
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To diagnose the entrepreneurial characteristics.
2	Business idea development related to creativity exercises.
3	Business plan concept and elements to - market research.
4	Making workshops aimed at consolidating business plan items (production plan)
5	Making workshops aimed at consolidating business plan items (management plan)
6	Write a business plan and presentation of matters to be considered in know.

Programme Outcomes (Organic Agriculture)

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

	L1	L2	L3	L4	L5	L6
P1	2	2	2	2	2	2
P10	2	2	2	2	2	2

