



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship And Small Business Management							
Course Code		IYO207		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	97 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It is aimed to make the students to deduce their entrepreneual characteristics, who are thought to have the features, knowledge and competencies to establish their own business in addition to being employers, and to develop the ability to use these competencies and knowledge.							
Course Content		In this course the conceptual framework of entrepreneurship, entrepreneurship features, entrepreneurship ethic, franchising, entrepreneurship and encouragements in Turkey, succesful entrepreneurship stories will be discussed.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Yıldırım TOPRAK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Döm, S. (2006), Girişimcilik ve Küçük İşletme Yöneticiliği, Detay yayıncılık
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction
	Preparation Work	Related chapter in the course book
2	Theoretical	Entrepreneurship Features
	Preparation Work	Related chapter in the course book
3	Theoretical	Entrepreneurship Culture
	Preparation Work	Related chapter in the course book
4	Theoretical	Entrepreneurship Types
	Preparation Work	Related chapter in the course book
5	Theoretical	Gender Factor in Entrepreneurship
	Preparation Work	Related chapter in the course book
6	Theoretical	Entrepreneurship Ethics
	Preparation Work	Related chapter in the course book
7	Theoretical	Encouraging Entrepreneurship in Turkey
	Preparation Work	Related chapter in the course book
8	Theoretical	Entrepreneurship and Leadership
	Preparation Work	Related chapter in the course book
9	Intermediate Exam	Midterm Sınav
10	Theoretical	Entrepreneurship Network
	Preparation Work	Related chapter in the course book
11	Theoretical	Franchising
	Preparation Work	Related chapter in the course book
12	Theoretical	Local Entrepreneurship
	Preparation Work	Related chapter in the course book
13	Preparation Work	Related chapter in the course book
14	Theoretical	General Appraisal
	Preparation Work	Related chapter in the course book
15	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	16	1	17
Final Examination	1	23	1	24
Total Workload (Hours)				97
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To give basic information about entrepreneurship.
2	To deduce the entrepreneurial characteristics of the students.
3	To make an efficient career planning by the way of learning the successful entrepreneur stories.
4	To make the people, who want to be an entrepreneur, to learn the obstacles they can face and the encouragements they can benefit and to evaluate them.
5	Obtaining information about the kinds of small businesses

Programme Outcomes (Business Administration Management)

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

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	2	1	2	2	1
P2	1	2	1	1	2
P3	3	1	3	2	1
P4	3	1	2	3	1
P5	3	1	1	3	1
P6	1	1	1	1	1
P7	4	2	4	1	2
P8	3	1	1	1	1
P9	3	1	1	1	1
P10	2	1	2	2	1
P11	2	1	1	1	1
P12	5	2	4	1	2

