



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		LGT266		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to provide basic necessary information on issues related to the students ' entrepreneurship. What are the basic motivations of the entrepreneur, the entrepreneur who is good in order to be an effective entrepreneur and what are needed, such as the future of entrepreneurship is to be transferred to students.							
Course Content		The definition of entrepreneurship, emergence, successful entrepreneurs and the importance, properties, and behavior necessary for SMEs and the examination of legislation, organizational structures. Besides the dangers on the roads to success, failure, and needs to be done to maintain the success that bankruptcy causes also will be analyzed within the scope of the study							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Cennet ARMAN ZENGİ							

Prerequisites & Co-requisites

Equivalent Course	İY269
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yrd.Doç.Dr.Orhan KÜÇÜK (2010), Girişimcilik ve Küçük İşletme Yönetimi, Seçkin Yayıncılık, Ankara
2	Doç.Dr.Gülçimen YURTSEVER - Yrd.Doç.Dr.Caner ATİŞ - Av. Şaziye YURTSEVER (2008), Girişimcilik

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Entrepreneurship? Who for? The implementation of the test, and related stakeholder Properties
2	Theoretical	the new economy
3	Theoretical	Business, corporate types, legislation
4	Theoretical	examples of Entrepreneurship failure, bankruptcy causes
5	Theoretical	organization of work/functions and Strategy
6	Theoretical	new economy/Old Economy and Differentiation
7	Theoretical	business plan
8	Theoretical	Group study (business plans)
9	Theoretical	Midterm Exam
10	Theoretical	barriers to Creativity and Entrepreneurship
11	Theoretical	discussion of the selected film class in the media
12	Theoretical	the power of marketing/sample applications
13	Theoretical	Successful exchange programs
14	Theoretical	the future of Entrepreneurship
15	Theoretical	General Review
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	3	3
Individual Work	1	0	13	13



Midterm Examination	1	1	1	2
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	whether they have the necessary traits to reveal, Entrepreneurship
2	Entrepreneurship business types and organizational learning processes related to legislation,
3	examination of Entrepreneurship success strategies
4	analyze the problems women experience in entrepreneurship
5	Building a new business team

Programme Outcomes (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption of goods.
2	Provide warehouse and inventory management decisions.
3	To decide on the mode of transport and handling equipment to be used.
4	Logistics information systems benefit from the process of the realization of the activities.
5	To dominate the national and international legislation regulating the field of logistics.
6	Administration, management and marketing ideas and conducting.
7	Sensitivity to the requirements of professional ethics move
8	Idea about the conduct of national and international transport policies.
9	Having written and oral communication skills.
10	Current society and understand the world.

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

	L1	L2	L3	L4	L5
P3	1	1	1		
P4	5	5	5		
P6				2	2
P9	2	2	2		
P10	1	1	1		

