



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		İŞY258		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The goal of this course; to be explained concepts of enterprise and entrepreneur, to be known the founding of small businesses and the its operations in the basis of theory and practice, to be encouraged the students for entrepreneur in business life.							
Course Content		It will be examined the entrepreneurship concept, importance, features and types of entrepreneurship, subjects of small enterprise management.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Ali ERDİNÇ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Girişimcilik, İrfan Dilsiz ve Nihat Kölük.
2	Meslek Yüksekokulları İçin Girişimcilik, Hasan Altın, Emine Başar ve Sibel Doğan.
3	Lecture notes.

Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurship concept and its characteristics
2	Theoretical	Success factors and cause of failure in entrepreneurship
3	Theoretical	7 habits of effective people and known words about entrepreneurship
4	Theoretical	Information that an entrepreneur must have to start her/his own business
5	Theoretical	Management in small enterprises and new management approaches
6	Theoretical	Basic Steps in the Business Startup Process (Motivation, Feasibility, Feasibility)
7	Theoretical	Entrepreneurship in developed and developing countries
8	Theoretical	Entrepreneurship and economic development
9	Theoretical	Basic Features of Entrepreneurship
10	Theoretical	Evaluation of entrepreneurship in Turkey
11	Theoretical	General profile of Turkish entrepreneurship
12	Theoretical	Case study
13	Theoretical	Case study
14	Theoretical	Case study

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	0	10
Final Examination	1	12	0	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Entrepreneurship concept
2	Entrepreneurship implementations



3	Setting up a new business team
4	Creating new markets
5	Examples of success and failure in entrepreneurship

**Programme Outcomes (Foreign Trade)**

1	Economics, business law, labor and social security law, business, accounting, and describe the basic concepts of international trade
2	Of delivery and payment to foreign trade, foreign trade transactions and edit documents used
3	Mathematical operations to commercial
4	Grasp of the Turkish bank-exchange regulations, to prepare documents that are used in these processes, business correspondence, make
5	Turkey customs legislation to the foundation, to prepare the documents and customs procedures to follow
6	Turkey export import regulations, the basic concepts of logistics, know the rules of international transport and prepare the documents necessary, carry out e-commerce transactions
7	Foreign trade operations in computer and be able to use a foreign language, foreign trade transactions
8	Grasp and analyze methods of financing foreign trade, foreign trade transactions in free zones to
9	To international marketing strategies, recognizing the risks of international trade, international monetary and capital markets to analyze the relationships
10	Understand the importance of quality and standardization in foreign trade, foreign trade transactions and tax practices to insure
11	Account for foreign trade and foreign exchange transactions
12	Turkey's economy and economic crisis of the world economy and to understand the developments in the EU - Turkey relations to follow, to recognize the international economic and financial organizations
13	Win the adequacy of research, professional ethics, to grasp, to know the methods of commercial correspondence
14	Atatürk's principles and reforms
15	Accordance with the rules To know writing and speaking of the Turkish language, to know the types literary texts, and spoken expression

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

	L1	L2	L3	L4	L5
P7	3	3	3	3	3

