



## 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)		İns. 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 (Logistics)**

1	Understanding of the basics needed for the mobility of production and consumption ware
2	Give storage and inventory management decisions
3	To decide about types of transportation and handling equipment to be used to decide
4	Logistics information systems take advantage of the process of realization of activities
5	Be the judge national and international legislation regulating the field of logistics
6	Administration, management and marketing topic about give an idea
7	To be sensitive to the requirements of professional ethics
8	Provide an idea about the the national and international transport policies
9	To have written and spoken communication skills
10	Living in society and to 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
P2				3	3
P6		3	3	3	3
P7	3			3	3
P10	3			3	3

