



## 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 (Textile Technology)

1	1. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. Be able to recognize problems, develop solutions for the problems, designing and having the ability to use theoretical knowledge in practical applications.
2	2. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. – Be able to choose technical equipments which are needed for applications in the field and use effectively. - Awareness of the need for life-long learning to follow developments in the textile technology, learning independently and to gain awareness of continuous self-renewal. - Be able to examine the application of production processes in the textile industry. – Be respectful to their own history and to be conscious about the subjects of social responsibility, universal and social and professional ethics.
3	3. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work.
4	4. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. - To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work.
5	5. Be able to examine the application of production processes in the textile industry. Be able to identify problems, to develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. Be respectful their own history and be conscious about the subjects of social responsibility, universal and social and professional ethics.
6	6. Be able to examine the application of production processes in the textile industry. To be aware solutions and applications of the effects of global and societal context in technician-level; being aware of entrepreneurship and innovation, and to have knowledge of the issues of the age.
7	7. To gain the knowledge and awareness of Atatürk's principles & reforms and using Turkish Language effectively.
8	8. To gain the knowledge about his/her society and to gain a different point of view about 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	3	3	3	3	3
P5	3	3	3	3	3

