



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		DTS180		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	55 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Explaining the basic concepts of entrepreneurship and acquiring the basic skills that should be found in the entrepreneurs.							
Course Content		Conceptual framework of entrepreneurship, its approaches, functions, process, culture of entrepreneurship, local and international context of entrepreneurship and ethics of entrepreneurship.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Ayşegül Ladin SÜMER, Ins. Burçak ÖNDER, Ins. Elçin BAŞOL, Ins. İsmnaz ÖZCAN, Ins. Nupel AZİZOĞLU PALABIYIK							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Girişimcilik , İrfan Dilsiz, Nihat Kölük, Detay Yayıncılık.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurial Approaches
2	Theoretical	Entrepreneurship Culture
3	Theoretical	Types of Entrepreneurship
4	Theoretical	Entrepreneurship Functions
5	Theoretical	Areas of Entrepreneurship
6	Theoretical	Entrepreneurship Process
7	Theoretical	Entrepreneurship Process
8	Theoretical	Business Idea and Resources
9	Theoretical	Business Idea and Resources
10	Theoretical	Business Idea Development
11	Theoretical	Business Plan and Elements
12	Theoretical	Business Plan Preparation
13	Theoretical	Business Plan Preparation
14	Theoretical	Business Plan Preparation

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	5	1	6
Final Examination	1	6	1	7
Total Workload (Hours)				55
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	From the characteristics of entrepreneurship, it is possible to question the student's own entrepreneurial characteristics and to compare the activities described with respect to the types of entrepreneurship.
2	Being able to compare opportunities in the appropriate sector by learning about the obstacles and incentives in entrepreneurship.



3	Constructing the career plan as an entrepreneur in the light of examples of successful entrepreneurship and making suggestions by evaluating the hurdles and incentives to develop entrepreneurship.
4	To prepare a business plan to start a new business
5	Conducting ideas about the process of institutionalization of newly established enterprises

**Programme Outcomes (Public Relations and Publicity)**

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3
P1	5	5
P2	5	5
P3	5	5
P4	5	5
P5	5	5
P6	5	5
P7	5	
P8	5	4
P9	5	4
P10	5	4
P11	5	4

