



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		AŞL111		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		In this course, students venture, entrepreneur, entrepreneurial concepts, are intended to have the hardware necessary to have knowledge about Turkey and in the world of entrepreneurship and entrepreneurial applications.							
Course Content		Concepts of Entrepreneurship; Importance of Entrepreneurship and Development, Characteristics of the Entrepreneur, Responsibilities of the Entrepreneur, Entrepreneurial Types, Entrepreneur Typical reasons, the Entrepreneurial Success and Failure Reasons, Business Building Intellectual and Alternatives, Franchising System and Characteristics, Entrepreneurship samples and the World Turkey							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Nurcan YILMAZ, Prof. Pınar ALTIOK GÜREL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Girişimcilik – Prof.Dr. Hasan TUTAR, Öğr.Gör. Fırat ALTINKAYNAK
2	Girişimcilik ve Küçük İşletme Yönetimi – Orhan KÜÇÜK
3	Nasıl Girişimci Olunur? - Tamer MÜFTÜOĞLU, Necla HALİLOĞLU

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts of enterprise and entrepreneurship
2	Theoretical	The historical development of entrepreneurship in the world and in Turkey
3	Theoretical	Entrepreneurs features , objects, and entrepreneurship skills
4	Theoretical	The importance of entrepreneurship and entrepreneurial culture , entrepreneurship future
5	Theoretical	Entrepreneurial types and examples
6	Theoretical	Reasons why entrepreneurs
7	Theoretical	The responsibilities of entrepreneurs , entrepreneurship , ethics and social responsibility
8	Theoretical	The basic steps of starting a business and business-building alternatives
9	Theoretical	Franchising System , Features and Types
10	Theoretical	Entrepreneurial success and failure causes
11	Theoretical	Examination of successful entrepreneurial examples from in Turkey
12	Theoretical	Examination of successful entrepreneurial examples from around the world
13	Theoretical	Organizations that support SMEs and KOSGEB supports
14	Theoretical	Entrepreneurs in business financial management
15	Theoretical	Crises and their effects on venture finance
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	
2	
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Programme Outcomes (*Tourism and Hotel Management*)

1	
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11	

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

	L1
P1	5

