



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Entrepreneurship I								
Course Code	İY269		Course Level		Short Cycle (Associate's Degree)				
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	With this course, it is aimed that the student is informed about entrepreneurship, spreading the entrepreneurship culture, encouraging entrepreneurship, establishing successful and sustainable businesses, and thus, economic development and solution of employment problems.								
Course Content	The emphasis will be on current entrepreneurship approaches such as ways to become an entrepreneur, e-commerce and innovation, and artisan entrepreneurship, social entrepreneurship, community entrepreneurship and rural entrepreneurship.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Problem Solving								
Name of Lecturer(s)	Lec. Fahriye GÖZGÜ								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Lecture Notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurship Concept
2	Theoretical	Development of Entrepreneurship
3	Theoretical	Definition and Features of Entrepreneurship
4	Theoretical	Entrepreneurship Culture
5	Theoretical	Entrepreneurship and Ethics
6	Theoretical	Entrepreneurship and Business Models
7	Theoretical	Entrepreneurship and Innovation Management
8	Intermediate Exam	Mid-term Exam
9	Theoretical	Genel Tekrar
10	Theoretical	Entrepreneurship and Competition Analysis
11	Theoretical	Entrepreneurship and Marketing Management
12	Theoretical	Entrepreneurship and Finance Management
13	Theoretical	Entrepreneurship and Finance Management
14	Theoretical	Social Entrepreneurship
15	Theoretical	Rural Entrepreneurship
16	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	7	14	21
Final Examination	1	14	12	26
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	In short, they will be able to realize their entrepreneurial potential and the potential to work independently.
2	Will be able to understand and explain the characteristics of entrepreneurs and functions of entrepreneurship.



3	Will be able to define entrepreneurship culture and entrepreneurship ethics.
4	Will be able to explain entrepreneurship types and market entry strategies of entrepreneurs.
5	Will have knowledge about the place and importance of entrepreneurship in increasing the competitiveness of countries.

**Programme Outcomes (Business Administration Management)**

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

	L1	L2	L3	L4	L5
P1	4	3	4	4	3
P2	3	4	3	3	4
P3	4	3	4	4	3
P4	2	4	2	3	4
P5	4	3	4	5	3
P6	3	2	3	2	2
P7	4	3	4	2	3
P8	3	4	3	3	2
P9	4	3	2	2	3
P10	3	2	3	3	4

