



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

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Programme Outcomes (*Tourism and Hotel Management*)

1	To know the concept of tourism management well and to adapt the areas of economy, accounting, finance, management, marketing, human resources to the tourism sector.
2	To have knowledge of the tourism sector and the accommodation, food and beverage, travel, transportation, entertainment and other businesses that constitute the sub-industry of tourism.
3	To have knowledge about the coordination and integration of sub-industries of the tourism sector. To adsorb the communication and coordination between hotel departments.
4	To follow the developments in the tourism sector and to renew himself/herself.
5	To know the legislation about the structure and operation of the tourism sector. To have knowledge about the legal regulations regarding tourism businesses and tourism types.
6	To have detailed information about accommodation businesses and to learn the basic areas of hotel management (front office, housekeeping, food and beverage services, entertainment services).
7	To be able to communicate with guests in written and verbal and to have the power of persuasion. To have knowledge about sales and marketing and to have the ability to persuade.
8	To have basic computer knowledge and ability to use related programs. To have knowledge about software used in the hospitality industry.
9	To learn about Atatürk's principles and reforms. To have knowledge about history and geography. To have enough knowledge about the geography of Turkey and world tourism.
10	To have sufficient degree knowledge of English (reading, writing, listening and speaking). To be able to communicate with guests in English (written and verbal).
11	To have detailed information about occupational health and safety. To know well the legislation determined within the scope of occupational health and safety and to follow the developments.
12	To be able to produce ideas about the solution of business or guest problems and apply them.
13	To adopt the company she/he works, to fulfill his responsibilities and to be prone to teamwork. To fulfill the requirements of the department she/he works. To act in accordance with the hierarchical order of tourism businesses.

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

	L1
P1	5
P2	5
P3	5
P4	5

