



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		UTİ255		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	151 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The purpose of the program, will implement the innovations, new business and employment opportunities is pre-populated with the task of becoming the driving force of development in every sense to undertake independent, corporate (in-house), and to train social entrepreneurs.							
Course Content		Our program in addition to independent entrepreneurs wide-eyed in-house (corporate) is aimed at cultivating entrepreneurs.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

### Prerequisites & Co-requisites

Equivalent Course	İŞLT309
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### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Girişimcilik Temel Kavramlar ve Bazı Güncel Konular - Semra Güney Açıklaması Siyasal Kitabevi
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Week	Weekly Detailed Course Contents	
1	Theoretical	Concepts about entrepreneurship
2	Theoretical	Types of entrepreneurship and characteristics of entrepreneur
3	Theoretical	Business İdea Areas
4	Theoretical	Entrepreneurship and creativity
5	Theoretical	Entrepreneurship and innovation
6	Theoretical	Work plan
7	Theoretical	Marketing plan
8	Theoretical	Production plan
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Management plan
12	Theoretical	Financial plan
13	Theoretical	Entrepreneurship and new economy
14	Theoretical	Franchising
15	Theoretical	New trends in entrepreneurship
16	Final Exam	Final

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	4	52
Midterm Examination	1	28	1	29



Final Examination	1	30	1	31
Total Workload (Hours)				151
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Explains the basic concepts about entrepreneurship and defines the characteristics of entrepreneurship.
2	Analyze entrepreneurship and its process.
3	Explains the features of innovative and creative business.
4	Prepares a work plan and feasibility for possible entrepreneurship opportunity.
5	The success of SMEs can have knowledge about the basics of entrepreneurial thinking and estimate its impact.

### Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L3	L5
P1	3		4
P2		4	
P3	3		5
P4		3	
P6	4	3	5
P9	4	2	5
P15	4	5	

