



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship I							
Course Code		PSB243		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To explain the causes of occurrence the entrepreneurship, to teach the methods of being successful in business life, to evaluate the importance and roles of small and medium sized enterprises in economic and social life.							
Course Content		Business, Main concept of entrepreneurship, Types of entrepreneurship, Basic characteristics of entrepreneurship, Entrepreneurship desire / motivation, Business idea development, Business plan and its elements, Entrepreneurship culture, Establishing and developing business, Local entrepreneurship and SMEs, International entrepreneurship, Entrepreneurship ethics							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Evrim ÇEVİK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Hasan Tutar , Fırat Altınkaynak , Duygu Terzi, Girişimcilik Temel Girişimcilik ve İş Kurma Süreci, Detay Yayıncılık, 2000
2	Mehmet Güneş, Kobiler İçin Girişimcilik, Türkmen Kitabevi, 2019
3	Sibel Doğan , Hasan Altın , Emine Başar, Meslek Yüksekokulları İçin Girişimcilik, Nobel Akademik Yayıncılık, 2013
4	Ali Kaya, Girişimcilik ve Kobi Yönetimi, Eğitim Kitabevi Yayınları, 2017
5	Öğretim elemanı ders notları,

Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurship terms and features.
2	Theoretical	Factors of success and failure in entrepreneurship.
3	Theoretical	Establishing the process of enterprises.
4	Theoretical	Capacity utilization break-even point analysis, the purpose of business.
5	Theoretical	Legal structure and type of business.
6	Theoretical	Common characteristics of small companies.
7	Theoretical	Production function for small businesses and new production systems.
8	Intermediate Exam	Midterms
9	Theoretical	Production function for small businesses and new production systems.
10	Theoretical	Marketing in small sized enterprises.
11	Theoretical	Contributions of smes to social and economic systems and their weak and powerful aspects.
12	Theoretical	Organizations providing support for small businesses.
13	Theoretical	Problems of small sized enterprises.
14	Theoretical	Solutions to the problems of small businesses , the concept and practice of risk capital.
15	Theoretical	Solutions to the problems of small businesses , the concept and practice of risk capital.
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Term Project	1	0	15	15
Midterm Examination	1	2	1	3



Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learning the ways of being an entrepreneur in Turkey.
2	Understanding the importance of entrepreneurship in society perspective.
3	Explaining the main terms of entrepreneurship.
4	Evaluating the problems can be occurred of an entrepreneur.
5	Evaluating the success.
6	Understanding the failure of entrepreneurship.

Programme Outcomes (Laboratory Technology)

1	To be able to comprehend social, cultural and social responsibilities, to be able to follow national and international contemporary problems and developments
2	Atatürk is bound to Atatürk nationalism in the direction of principles and reforms; Adopting the national, moral, spiritual and cultural values of the Turkish people, open to universal and contemporary developments, the Turkish language is a rich, rooted and productive language; Have a love of language and a consciousness; To have the ability to use as much of a foreign language as he would need to read, taste and habit and professionally.
3	To be able to recognize the basic hardware units and operating systems of a computer, having information about internet usage and preparing documents, spreadsheets and presentations on computer by using office programs.
4	Acquires theoretical and practical knowledge at the basic level in mathematics, science and vocational field.
5	With the knowledge of laboratory technology in the field, he knows and analyzes problems, brings interpretation of data and suggests solutions.
6	In laboratories, according to the prepared business plan and program, necessary work can be done to obtain the desired quality products.
7	To have professional and ethical responsibility in business life.
8	Development and change are open, follow scientific social and cultural innovations, and develop themselves constantly.

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

	L1	L2	L3	L4	L5	L6
P1	5	5	5	5	5	5
P8	5	5	5	5	5	5

