



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship in Tourism Sector							
Course Code		REH439		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The main objective of this course, is to inform students about entrepreneurship in general matters. Issues such as, who is an entrepreneur, what are the main motivations of the entrepreneur, what is needed in order to be a good and effective entrepreneur, the future of entrepreneurship are aimed to be transferred to the students.							
Course Content		Definition, Importance, history, features of entrepreneurship, succesful entrepreneurs, enterprices and their functioning scales, necessary regulations will be studied. Besides these, threats and reasons on the path leading to succes; precautions that can be taken to preserve succes will be analysed.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	BÜYÜKDEMİR, Burak, Kümesteki Kartallar Neden Uçamaz?, Neden Kitap
2	SANLI, Mehmet ve ŞAHSUVAR, Adnan, Girişimciler İçin İş Planı Rehberi.
3	Döm, Serpil (2006)Girişimcilik ve Küçük İşletme Yöneticiliği, Anatolia Akedemik Yayıncılık, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Who is an entrepreneur? Who is it for? Features of an enrepreneur (test)
2	Theoretical	New economy
3	Theoretical	Setting up a business, firm types and regulations
4	Theoretical	Examples of failure and bankrupt reasons
5	Theoretical	Work organisation/ Functions and strategies
6	Theoretical	New economy/ Old economy and differentiation
7	Theoretical	Job plan
8	Theoretical	Team work
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Creativity at entrepreneurship and drawbacks
11	Theoretical	Movie discussion
12	Theoretical	Power of marketing/ Example applications
13	Theoretical	Succesful exchange programmes
14	Theoretical	The Future Of Entrepreneurship
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	4	3	0	12
Reading	1	1	1	2
Midterm Examination	1	7	1	8



Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to evaluate the characteristics of entrepreneurship,
2	To be able to recognize the types of management and the necessary regulations about founding processes,
3	To be able to analyze the strategies of achievement in entrepreneurship,
4	To be able to evaluate the new trends and the encountered situations on account of failing to comply with related trends
5	The reasons of bankrupts and failure factors.
6	Preparation of work plans and financier types.

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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	2	2	2	2	3	3
P2	2	4	4	3	4	4
P3	4	4	4	3	4	4
P4	2	4	4	4	4	4
P5	3	3	3	3	3	3
P6	1	1	1	1	1	1
P7	1	1	1	1	1	1
P8	3	4	4	3	3	2
P9	4	3	3	4	3	1
P10	4	4	4	4	4	4
P11	3	3	3	3	3	2
P12	2	2	2	2	3	3
P13	5	5	5	5	4	4
P14	5	5	5	5	4	4
P15	2	2	2	2	2	2
P16	2	2	2	2	2	2

