



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
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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 (Banking and Insurance)

1	Gain practical skills in mathematics and social studies business problems
2	Professional and ethical responsibility to win
3	Business and other disciplines in the area of individual and ability to work effectively within a team
4	Apply the principles and processes related to the services offered by commercial banks.
5	To have the necessary theoretical knowledge for the realization of marketing and financing activities in the field of Banking and Insurance.
6	Can make bank and insurance accounting
7	Gains the ability to make economic analysis.
8	Have the ability to recognize, edit and store documents used in commercial life.

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	5	4	4	4
P2	4	4	4	5	5
P3	5	5	4	4	4
P4	4	5	4	3	2
P5	5	3	3	3	2
P6	2	4	4	4	2
P7	4	5	5	5	1
P8	5	4	4	4	4

