



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		İŞT207		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To provide the student to learn the basic concepts of entrepreneurship, to develop business idea, to prepare business plan, to establish business, to encourage and support the development of entrepreneurship ability							
Course Content		Basic Concepts of Entrepreneurship, Development of Entrepreneurship and Entrepreneurship Process, Innovation and Creativity, SMEs, Concession and Intellectual Property Rights, Entrepreneurship Support and Incentives, Business Establishment Process, Business Idea Creation, Business Planning							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study					
Name of Lecturer(s)		Ins. Kutluhan DEMİR, Lec. Zekiye ÇAMLICA							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Girişimcilik ve Küçük İşletme Yönetimi(Prf. Dr. Orhan Küçük)
2	Girişimcilik (Sibel Doğan, Hasan Altın, Emine Başar)

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Entrepreneurship and Basic Concepts of Entrepreneurship
2	Theoretical	Development of entrepreneurship and fundamentals of entrepreneurial thinking
3	Theoretical	Entrepreneurship process and functions of the entrepreneur
4	Theoretical	Innovation, creativity and factors affecting creativity
5	Theoretical	Motivation, attitudes and behaviors, environments and thoughts in entrepreneurship
6	Theoretical	Franchise, Intellectual property, trademark, patent, utility model, copyright
7	Theoretical	Successful Entrepreneurship Stories
8	Theoretical	SMEs and SME management
9	Intermediate Exam	Vize
10	Theoretical	Encouragement of entrepreneurship and support and incentives related to entrepreneurship
11	Theoretical	Business Establishment Process and Stages
12	Theoretical	Creating a Business Idea
13	Theoretical	Business planning
14	Theoretical	Marketing and production planning
15	Theoretical	Management and financial planning
16	Final Exam	Final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	6	4	10
Final Examination	1	8	4	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Questions entrepreneurship characteristics based on entrepreneurial characteristics. Compares the activities described about the types of entrepreneurship.
2	Evaluates the entrepreneurial features of successful entrepreneurship stories and develops their own entrepreneurship characteristics.
3	Learning the obstacles and incentives in entrepreneurship Compare related opportunities.
4	Based on successful examples of entrepreneurship, he / she structures his / her career plan as an entrepreneur.
5	For the development of entrepreneurship make suggestions by evaluating obstacles and incentives.

Programme Outcomes (Fashion Design)

1	Be able to use the theoretical and practical knowledge related to fashion design
2	Fashion marketing and promotional activities should be carried out in matters related to fashion design
3	Must be able to collect data for research, prepare and present research report, prepare project
4	Designing personal clothing to meet the expectations of the sector and preparing the creations on the computer
5	Should be able to recognize the fabric surfaces, select auxiliary materials, control materials.
6	It should be able to carry out steps of mold preparation, spreading, laying plan preparation.
7	Must be able to use the necessary equipment, equipment and machines for the applications related to fashion design, and make adjustments and maintenance.
8	Must be able to use computerized mold and design programs in the field of fashion design.
9	Must have the ability to manage and organize business by creating the idea of establishing a business in the field.
10	Can create a model she designs in her mind by applying the technical drawings of the clothes and fashion formal training.
11	Basic sewing techniques should be able to realize the production stages of women's, men's and children's wear.

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

	L1
P9	2

