



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 (Economics)

1	It defines and evaluates the basic economic concepts, theories, and methods.
2	It offers a basic level of policy proposals towards current economic problems.
3	It analyzes in the context of economic and social events in a historical perspective.
4	It explains the role of economic actors (such as government, company, or household) in the economy.
5	It follows national and international economic indicators and developments and it uses economic knowledge and methods in different areas.
6	It provides methods, tools and techniques necessary for the modelling and analysis of economic data and evaluates outcomes accordingly.
7	It defines economic systems, decision-making, policies and problems and it provides feedback about them.
8	It benefits from other disciplines that contribute to economic basis and holds a basic knowledge of these disciplines.
9	It explains and comments on economic growth, development and productivity problems on basic grounds.
10	It provides sufficient know-how in sub-branches such as public economics, industry, agriculture, environment and natural resources, labor, knowledge and ownership of the economy, international finance, money, in political economy and econometrics.
11	It defines and evaluates the concept of business on basic grounds.
12	It provides a sufficient level of legal know-how that may be demanded from high skill labor in both public and private sectors.
13	It defines the role of innovation, creativity and technology in the dynamic global economy.
14	It shows skills that will be useful for future employment opportunities and the working environment.
15	It considers science as a rational individual with professional and ethical responsibility.

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

	L1	L2	L3	L4	L5
P11	4	3	5	4	3
P15	3	2	2	3	3

