



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Small Business Management and Entrepreneurship							
Course Code		EFN529		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To teach future managers and entrepreneurs the basics of new idea development, new business plan preperation, new venture creation, management of growth.							
Course Content		Entrepreneurial theory, the process of new venture creation, SME management, innovations.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Hisrich and Peters, "Entrepreneurship"
2	Tamer Müftüoğlu "KOBİ Yönetimi"

Week	Weekly Detailed Course Contents	
1	Theoretical	INTRODUCTION
2	Theoretical	DEVELOPMENT OF THE ENTREPRENEURIAL THEORY
3	Theoretical	TYPES OF ENTREPRENEURSHIP
4	Theoretical	CHARACTERISTICS OF ENTREPRENEURS
5	Theoretical	THE PROCESS OF NEW VENTURE CREATION
6	Theoretical	THE PROCESS OF NEW VENTURE CREATION
7	Theoretical	BUSINESS PLAN
8	Intermediate Exam	MIDTERM EXAM
9	Theoretical	MANAGEMENT OF SMES
10	Theoretical	PROBLEMS OF SMES
11	Theoretical	INSTITUTIONALIZATION AND CORPORATE ENTREPRENEURSHIP
12	Theoretical	INNOVATIVENESS AND CREATIVITY
13	Theoretical	BUSINESS PLAN PRESENTATIONS
14	Theoretical	BUSINESS PLAN PRESENTATIONS
15	Theoretical	GENERAL OVERVIEW
16	Final Exam	FINAL EXAM

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	10	1	11
Final Examination	1	14	2	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	To be able to define the concept and types of entrepreneurship with special reference to the development of entrepreneurial theory
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2	To be able to develop awareness about the ways to develop individual and organizational innovativeness and creativity
3	To be able to differentiate the basic management principles and problems of small businesses from large firms
4	Students will be able to learn the theoretical knowledge they learned in practice in practical life.
5	Students will be able to explain the relationships between facts with an analytical structure

**Programme Outcomes (Economics and Finance Interdisciplinary Master)**

1	To be able to use the basic concepts in the field of economics and finance correctly
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics and finance
3	To be able to analyze economical and financial events theoretically and empirically
4	To be able to evaluate any economical and financial problem in accordance with scientific principles
5	To be able to prepare solutions for an economical or financial problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications
7	To be able to prioritize scientific methods and ethical principles in economics and finance while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics and finance
9	To be able to create value for economics and finance profession as a professional identity

**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	3	3	4	3
P2	3	2	2	5	4
P3	2	4	3	3	5
P4	4	2	2	4	4
P5	3	3	4	5	3
P6	2	2	3	4	4
P7	4	2	2	3	5
P8	3	3	3	4	4
P9	2	3	2	5	3

