



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Economics of Entrepreneurship							
Course Code		İKT459		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To introduce the concept of entrepreneurship and entrepreneurship, to develop business ideas and to create a virtual company foundation in the service sector within the framework of the business plan to be prepared by giving the business plan how to prepare it, the company's activities and eventually the processes necessary for the liquidation of the company.							
Course Content		Introduction of basic concepts and issues related to entrepreneurship and management of small businesses							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Rıdvan Yurtseven, Entrepreneurship, Detay Publishing, 2007.
2	Orhan Küçük, Entrepreneurship and Small Business Administration, Seçkin Publishing, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurship and Entrepreneurship Concepts
2	Theoretical	Characteristics of Entrepreneur
3	Theoretical	Occurrence of Entrepreneurial Personality
4	Theoretical	Entrepreneurship in the World and Turkey
5	Theoretical	Innovation and Creativity
6	Theoretical	Encouragement of Entrepreneurship
7	Theoretical	Small Business Concept, Features / Types of Small Business, Advantages and Disadvantages
8	Intermediate Exam	mid-term exam
9	Theoretical	Starting a New Business / Purchasing an Existing Business
10	Theoretical	Business Place Choice, Establishment Issues
11	Theoretical	Supply, Production, Marketing Functions in Small Businesses
12	Theoretical	Finance and Management Functions in Small Businesses
13	Theoretical	Causes of Success and Failure in Small Businesses
14	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Reading	3	5	6	33
Midterm Examination	1	9	1	10
Final Examination	1	11	1	12
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Students know the basic concepts of entrepreneurship and managerial problems in small businesses.
2	Students know the institutionalization processes of small businesses.



3	Students know how to set up an business.
4	Students gain the ability to explore entrepreneurial aspects
5	To be able to obtain financial support for their business idea

Programme Outcomes (Economics)

1	To be able to understand and interpret the concepts, theories and methods of basic economics
2	To be able to apply mathematical, statistical and econometric analysis tools to economic problems
3	To be able to interpret the structure and characteristics of the markets in the economy by understanding the current economic events
4	To be able to define the role of innovation, creativity and technology concepts in the dynamic global economy.
5	To be able to prepare projects and to gain creativity skills
6	To be able to analyze macro and micro economic activities.
7	To be able to adapt the philosophy of lifelong learning

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	3	4	3	3	3
P2	3	4	3	3	3
P3	3	4	3	3	3
P4	3	4	2	3	4
P5	3	4	4	3	4
P6	3	4	4	3	4
P7	3	4	3	3	4

