AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Entrepreneurship					
Course Code		İŞT207		Couse 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 *(Banking and Insurance)*

1	Having adequate infrastructure in the fields of economics, law, accounting, basic management, management and field; to use theoretical and practical knowledge in these areas.
2	To acquire the ability to use computer software and hardware at the basic level required by the field
3	To be able to interpret and evaluate data, to be able to identify and analyze problems using basic knowledge and skills acquired in the field
4	To have a consciousness of historical values, social responsibility, universal, social and professional ethics
5	To be able to identify and effectively use the modern techniques, tools and information technologies required for applications related to the field.
6	Having the ability to plan and project using the professional environment and tools related to the field
7	Be equipped with the ability to produce solutions, take responsibility in teams or in individual work

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

	L1	L2	L3	L4	L5
P3	3	4	3	4	4
P5	3	4	4	4	4
P7	5	5	4	4	4