



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		ÇMY255		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To inform the students about the theoretical issues related to entrepreneurship, to provide practical information from the case studies related to the field, and to ensure that the students have knowledge about the entrepreneurial developments							
Course Content		Business entrepreneurship approaches, Entrepreneurship types, Basic functions of entrepreneurship, Entrepreneurship motivation, Business idea development, Business plan and elements, Entrepreneurship culture, Business establishment and development, Local entrepreneurship and SMEs, International entrepreneurship, Entrepreneurship ethics.							
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	Osterwalder & Pigneur, İş modeli üretimi, Optimist Yayın Evi, 2010 Kawasaki Guy, Gerçeklik Testi, MediaCat, 2011, Kollektif, Girişimciliğin Altın Kuralları, Optimist, 2012
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to entrepreneurship and basic concepts
2	Theoretical	The social importance of entrepreneurship
3	Theoretical	Entrepreneurs that process, entrepreneurship and history in the World and Turkey
4	Theoretical	New Business Ideas, Risk Capital and Other Capital Discovery Methods
5	Theoretical	Types of Entrepreneurship and Culture of Entrepreneurship
6	Theoretical	Successful Entrepreneurial Stories
7	Theoretical	Small Business Management Function and New Management Approaches
8	Theoretical	Midterm (Visa)
9	Theoretical	Production Function and Production Techniques of Small Businesses
10	Theoretical	Marketing Structure, Problems and Marketing Techniques of Small Businesses
11	Theoretical	Human Resources and Public Relations Functions of Small Businesses
12	Theoretical	Financing Structure, Problems and Financing Techniques of Small Businesses
13	Theoretical	Creating a Business Idea and Theoretical Practice
14	Theoretical	Creating a Business Idea and Theoretical Practice
15	Practice	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	8	1	9
Final Examination	1	12	1	13
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	1-understand the importance of entrepreneurship in economy
2	2-Describe the role of small businesses and the economy
3	3-Define the basic concepts of entrepreneurship
4	Knows state and private sector support
5	Knows the types of Entrepreneurship and Entrepreneurship Culture

**Programme Outcomes (Emergency and Disaster Management)**

1	Improving the ability to cope with life-threatening emergencies
2	The awareness of the necessity of lifelong learning and the ability to do so
3	To be able to use basic science (Mathematics, Chemistry, Physiology, Anatomy etc.) in the field of Emergency Aid and Disaster Management
4	Ability to analyze and interpret hazards and risks
5	Sensitivity to global and local disasters
6	Effective communication skills and foreign language knowledge
7	Skills and creativity in interdisciplinary teams
8	Providing physical and mental stability
9	To be able to organize, search and rescue search and rescue operations
10	To reach sufficient education level to understand the effects of disasters in universal and social dimensions
11	To recognize the cooperation between actors and their actors in Emergency Aid and Disaster Management
12	Emergency Aid and Disaster Management vocational, ethical and social responsibility awareness
13	Ability to assume an educational role in Emergency Aid and Disaster Management
14	To be able to use technology effectively in the field of Emergency Aid and Disaster Management
15	Emergency Aid, Search-Rescue and Disaster Management as a whole and manage emergency situations and responsibility awareness

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

	L1	L2	L3
P1	1		
P2	1		
P3	1		
P4	1		
P5	1	2	
P6	2	5	5
P9	3	3	3

