



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship							
Course Code		ISL325		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To Teach Future Managers And Entrepreneurs, New Business Plan Preperation, New Venture Creation, Management Of Growth In SMEs							
Course Content		Entrepreneurship concepts and approaches, entrepreneurship process, idea generation , feasibility study, business plan and strategy, organization design, set up a new business team, finance, intellectual property protection, the implementation of a new business plan, innovation and improvements at the organization, creating new markets, operational challenges and opportunities, development and management of family business, life cycle of family business, management transfer plan and the transition to professional management, success and failure examples of entrepreneurship.							
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	Marangoz, Mehmet (2012). Girişimcilik, Beta Yayınları
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Week	Weekly Detailed Course Contents	
1	Theoretical	Girişimcilik Kavramı, Temel Boyutları ve Tarihsel Gelişim Süreci
2	Theoretical	Yaratıcılık, Yenilikçilik ve Girişimcilik
3	Theoretical	İş Ahlakı, Sosyal Sorumluluk ve Girişimcilik
4	Theoretical	Sosyal Girişimcilik
5	Theoretical	Kadın Girişimciliği
6	Theoretical	Ev Eksenli Çalışma
7	Theoretical	Ev Eksenli Çalışma
8	Intermediate Exam	Midterm Exam
9	Theoretical	İş Planı Hazırlama ve İş Kurma
10	Theoretical	Franchising (İmtiyaz Hakkı)
11	Theoretical	Pazarlama Planı
12	Theoretical	Finansman Planı
13	Theoretical	Yeni Ekonomi ve Girişimcilik
14	Theoretical	Teknoparklar ve Girişimcilik
15	Theoretical	Nanoteknoloji ve Girişimcilik
16	Final Exam	Final Exams
17	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26



Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Define the concept and types of entrepreneurship with special reference to the development of entrepreneurial theory
2	Develop awareness about the ways to develop individual and organizational innovativeness and creativity
3	Differentiate the basic management principles and problems of small businesses from large firms
4	Develop a comprehensive and well structured business plan for a new venture
5	Follow up recent publications on entrepreneurship and make a critical evaluation of them.

Programme Outcomes (International Trade and Finance)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

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	2	3	3	2	1
P2	3	3	3	2	2
P3	3	3	3	5	4
P4	3	3	3	3	3
P5	4	5	3	4	5
P6	3	2	3	4	4
P7	5	3	3	5	4
P8	4	3	3	2	4
P9	3	3	3	2	3
P10	2	2	3	3	2

