



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Practical Entrepreneurship							
Course Code		ISL326		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This class aims to teach students interested in entrepreneurship about creating awareness as applied to their career.							
Course Content		Testing the nature of entrepreneurship, business development and intellectual creativity exercises, business plan concept and elements; market research, marketing plan, production plan, management plan, financial plan, writing a business plan and presentation to be aware of issues and workshops.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

### Prerequisites & Co-requisites

Prerequisite	ISL325
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### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	ARIKAN, S. (2004), Girişimcilik, Siyasal Kitabevi, Ankara
2	MÜFTÜOĞLU, T. ve DURUKAN, T, (2004), Girişimcilik ve KOBİ'ler, Gazi Kitabevi, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	Principle foundations of Entrepreneurs, Entrepreneurship, foundations of entrepreneurial thought, testing of entrepreneurial identity
2	Theoretical	Entrepreneurial process, developing business ideas, and creativity Techniques for solving creative problems, innovation
3	Theoretical	Business plan concepts and business plan elements (market research) Researching the market with primary and secondary sources, identifying clients and their current and future needs
4	Theoretical	Business plan concepts and business plan elements (market research) Analysis of mixed marketing along the lines of the marketing plan (good, price, distribution)
5	Theoretical	Business plan concepts and business plan elements (manufacturing, production/service plan) planning production
6	Theoretical	Business plan concepts and business plan elements (management plan) Considering management plan and its adaptation to the business plan Human resources management
7	Theoretical	Business plan concepts and business plan elements (financial plan) Finding financial sources, planning the investment, preparing the financial portrait, and principles of financial management, Accounting (budget and cash flow)
8	Intermediate Exam	Midterm Exams
9	Theoretical	Market Research and workshop project according to the market plan
10	Theoretical	Manufacturing (production, service) plan workshop project
11	Theoretical	Yönetim planına yönelik atölye çalışması
12	Theoretical	Workshop project for the financial plan
13	Theoretical	Business plan concepts and a holistic view, for example business applications, sustainability, change management, and growth Information management
14	Theoretical	Writing of Business Plan and Presentation
15	Theoretical	Writing of Business Plan and Presentation
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	28	1	29
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = <b>ECTS</b>				5

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	Will be able to count the foundational principles of entrepreneurship.
2	Will be able to distinguish when a business idea is valuable and innovative.
3	Will be able to construct a business plan and model.
4	Will be able to apply methods of market research to the business idea.
5	Based on successful / unsuccessful examples of entrepreneurship, he / she structures his / her career plan as an entrepreneur.

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

