



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Practical Entrepreneurship							
Course Code		ISL326		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		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)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	ÜNLÜÖNEN, K. (2025), Girişimcilik: Teori, Süreç ve Uygulama, Detay Yayınevi
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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	Theoretical	Market Research and workshop project according to the market plan
9	Theoretical	Manufacturing (production, service) plan workshop project
10	Theoretical	Yönetim planına yönelik atölye çalışması
11	Theoretical	Workshop project for the financial plan
12	Theoretical	Business plan concepts and a holistic view, for example business applications, sustainability, change management, and growth Information management
13	Theoretical	Writing of Business Plan and Presentation
14	Theoretical	Writing of Business Plan and Presentation

### 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*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Defines types of entrepreneurship.
2	Develops business ideas.
3	Prepares business model canvas.
4	Writes a business plan.
5	Analyzes financial resources.
6	Evaluates success and failure cases of entrepreneurs.

### Programme Outcomes (International Trade and Finance)

1	To gain the ability to define the basic terms, concepts and theories in the field of international trade and finance and to explain how these theories are applied in practice.
2	To be able to research a topic in the field of international trade and finance in depth and to follow current developments in the field by conducting a literature review.
3	Ability to analyze and evaluate data accurately and draw meaningful conclusions using advanced knowledge and skills acquired in the field of international trade and finance.
4	Being able to identify problems, develop solutions and make strategic decisions from an analytical perspective in the field of international trade and finance.
5	To be able to follow current developments in international trade and finance, to be able to discuss these issues effectively and develop solution proposals.
6	To gain the ability to strategically plan and effectively manage the financial and logistics activities of businesses.
7	Solving problems at all stages of the supply chain and ensuring efficiency by using optimization techniques
8	To be able to understand, interpret and appropriately apply relevant legislation in the fields of international trade, finance and logistics.
9	Ability to work harmoniously in teamwork, provide leadership when necessary, and coordinate contributions within the group
10	To be able to analyze the market dynamics of international trade in the globalizing world conditions and to develop strategies appropriate to the changing conditions.
11	To be able to communicate accurately and effectively in professional and academic environments by developing effective verbal and written communication skills.
12	To have a sense of professional responsibility and to act as a professional who is sensitive to business ethics and social responsibility.

### 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

