



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship I							
Course Code		PSB243		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To explain the causes of occurrence the entrepreneurship, to teach the methods of being successful in business life, to evaluate the importance and roles of small and medium sized enterprises in economic and social life.							
Course Content		Business, Main concept of entrepreneurship, Types of entrepreneurship, Basic characteristics of entrepreneurship, Entrepreneurship desire / motivation, Business idea development, Business plan and its elements, Entrepreneurship culture, Establishing and developing business, Local entrepreneurship and SMEs, International entrepreneurship, Entrepreneurship ethics							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Evrim ÇEVİK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Hasan Tutar , Fırat Altınkaynak , Duygu Terzi, Girişimcilik Temel Girişimcilik ve İş Kurma Süreci, Detay Yayıncılık, 2000
2	Mehmet Güneş, Kobiler İçin Girişimcilik, Türkmen Kitabevi, 2019
3	Sibel Doğan , Hasan Altın , Emine Başar, Meslek Yüksekokulları İçin Girişimcilik, Nobel Akademik Yayıncılık, 2013
4	Ali Kaya, Girişimcilik ve Kobi Yönetimi, Eğitim Kitabevi Yayınları, 2017
5	Öğretim elemanı ders notları,

Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurship terms and features.
2	Theoretical	Factors of success and failure in entrepreneurship.
3	Theoretical	Establishing the process of enterprises.
4	Theoretical	Capacity utilization break-even point analysis, the purpose of business.
5	Theoretical	Legal structure and type of business.
6	Theoretical	Common characteristics of small companies.
7	Theoretical	Production function for small businesses and new production systems.
8	Intermediate Exam	Midterms
9	Theoretical	Production function for small businesses and new production systems.
10	Theoretical	Marketing in small sized enterprises.
11	Theoretical	Contributions of smes to social and economic systems and their weak and powerful aspects.
12	Theoretical	Organizations providing support for small businesses.
13	Theoretical	Problems of small sized enterprises.
14	Theoretical	Solutions to the problems of small businesses , the concept and practice of risk capital.
15	Theoretical	Solutions to the problems of small businesses , the concept and practice of risk capital.
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Term Project	1	0	15	15
Midterm Examination	1	2	1	3



Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learning the ways of being an entrepreneur in Turkey.
2	Understanding the importance of entrepreneurship in society perspective.
3	Explaining the main terms of entrepreneurship.
4	Evaluating the problems can be occurred of an entrepreneur.
5	Evaluating the success.
6	Understanding the failure of entrepreneurship.

Programme Outcomes (Cosmetic Technology)

1	To know the classification of cosmetic raw materials, for what purpose, in which products and how much they should be used
2	Define and classify cosmetics,
3	To define, classify toxicity, Toxic substances and detoxification ways of these substances to know. To be able to analyze toxic substances.
4	To be aware of the precautions to be taken when working with hazardous chemicals in terms of laboratory safety and human health.
5	To have the ability to use basic mathematical methods to produce solutions.
6	To be able to define the carrier systems used in cosmetics, to be able to choose the carrier system to be used according to the cosmetic product.
7	To know and apply the necessary tests in cosmetic raw materials, intermediate products and finished products.
8	Depending on the Atatürk nationalism in accordance with Atatürk's principles and reforms, adopted the national, moral, spiritual and cultural values of the Turkish Nation, and has adopted that the Turkish language is a rich, rooted and productive language; have love and awareness of language; to have the ability to use the foreign language sufficiently to have the pleasure and habit of reading and need professionally.

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

	L1	L2	L3	L4	L5	L6
P5	5	3		3	3	3
P8	4	4	4	4	4	4

