



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Economics and Entrepreneurship							
Course Code		EFS156		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Entrepreneurship and innovation are the are the highest value-added elements in the new economy. This class aims to teach students interested in entepreneurship about creating awareness as applied to their career. This class under the framework of KOSGEB's Support Program Management and the scope of the Applied Entrepreneurial Training is equal in nature and will provide students that are succesful with an Applied Entrepreneurial Training Participation certificate. This document will allow students to set up their planned business with the support of KOSGEB. ALL STUDENTS from ALL DEPARTMENTS would be able to select this course							
Course Content		Basic concepts of economics and economic systems; basic concepts of business and business management; establishment, objectives and legal structure of the enterprise; management processes and functions in enterprises; management of human resources and other resources; entrepreneurship and entrepreneurship concepts, success factors in entrepreneurship; entrepreneurship culture, entrepreneurship process and entrepreneurship types; career planning, original ideas, extraordinary examples; Turkish Patent and Trademark Authority; Industrial Property Law; small and medium-sized enterprises; management processes and functions in small businesses; business idea development, innovation and innovation, business plan making, elements of the business plan, writing and presentation; preparing a project related to entrepreneurship in a specific area and subject.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case 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	The Lean Startup - How Today's Entrepreneurs use Continious Innovation To Create Radically Sucessful Businesses' Eric Ries, Crown Business 2011 Web sitesi: http://www.slideshare.net/mobile/PaulShawSmith/business-planning-for-startups
2	Richards, Doug, 'How to Start A Creative Business', David&Charles May 2013

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	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) (Midterm exam)
9	Theoretical	Market Research and workshop project according to the market plan
10	Theoretical	Manufacturing (production, service) plan workshop project
11	Theoretical	Workshop project for the management plan
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

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	2	2	2	8
Midterm Examination	1	4	1	5
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Counts the foundational principles of entrepreneurship
2	Distinguishes when a business idea is valuable and innovativew
3	Constructs a business plan and model
4	Applies methods of market research to the business idea.
5	Carries out financial planning with the business idea.
6	Considers goods/services manufacturing with relation to the business idea
7	Presents the business idea in an effective manner.

Programme Outcomes (Social Studies Teacher Education)

1	To be able to gain subject knowledge of profession in theory and practice in the learning process.
2	To be able to make plans related to the subject-matter and gain the competence of using the appropriate approach, strategy, technique for the plans in the learning process.
3	To be able to gain skills of the teaching profession in the learning process.
4	To be able to implement teaching profession knowledge, skills, attitudes and habits related to the subject-matter in a real teaching and learning environment in the learning process.
5	To be able to comprehend contemporary approaches of education and the philosophies they are based on.
6	To be able to gain the basic skills such as comprehending, expressing, commenting, evaluating, being aware and enterprising, communicating, acknowledging the individual related to the subject-matter.
7	To be able to become individuals faithful to the Principles and Revolutions of Atatürk, be modern democratic, secular, protecting and deveoping one's country, being alive to the nation, respecting human rights, preserving the nature, not being discriminatory, giving importance to the traditions and customs, protecting the values
8	To be able to improve oneself in terms of sport, art and culture.
9	To be able to become individuals believing in lifelong learning.
10	To be able to educate individuals who keep up with developments in social, economic, technological and scientific areas, who investigate the main reasons of World problems and try to contribute to the solution of these problems.

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	L7
P1	4						
P2						4	
P3			4			4	
P4			4			4	
P5	4			4			4
P6		4		4			4
P7	4				4		
P8		4					
P9					4		

