AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Entrepreneurship								
Course Code	ISL325		Couse Level	First Cycle (Bachelor's Degree)					
ECTS Credit	5	Workload	128 *(Hours)*	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)	Res. Asst. Ümit KACIR								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Attending Lectures	1	5
Assignment	1	5
Midterm Examination	1	30
Final Examination	1	60

Recommended or Required Reading	
1	Marangoz, Mehmet (2012). Girişimcilik, Beta Yayınları

Week	Weekly Detailed Course Contents & Teaching Methods	
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	Theoretical	İş Planı Hazırlama ve İş Kurma
9	Theoretical	Franchising (İmtiyaz Hakkı)
10	Theoretical	Pazarlama Planı
11	Theoretical	Finansman Planı
12	Theoretical	Yeni Ekonomi ve Girişimcilik
13	Theoretical	Teknoparklar ve Girişimcilik
14	Theoretical	Nanoteknoloji ve Girişimcilik

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Assignment	1	3	3	6
Midterm Examination	1	22	1	23
Final Examination	1	28	1	29
			Total Workload (Hours)	128
			[Total Workload (Hours) / 25*] = **ECTS**	5
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	Explains the concept and types of entrepreneurship.
2	Defines entrepreneurial characteristics and success factors.
3	Plans the process of developing a business idea.
4	Designs business models and business plans.
5	Researches funding sources and support mechanisms.
6	Analyzes entrepreneurship cases and draws conclusions.

Programme Outcomes *(Economics)*	
1	Understands the fundamental concepts and theories of economics and analyzes economic events within microeconomic and macroeconomic frameworks.
2	Comprehends the historical development of economic theories and applies them to current economic issues.
3	Follows, analyzes, and evaluates international, national, regional and sectoral economic developments within the scope of economic policies.
4	Understands the connections between economics and related disciplines such as law, business, accounting, finance, and sociology for economic analysis.
5	Designs economic research, collects data using qualitative and quantitative methods, conducts analysis, and interprets results.
6	Tests economic theories using econometric methods and derives scientific and policy recommendations.
7	Uses basic computer programs and statistical software to process, visualize, and interpret economic data.
8	Communicates economic concepts and research findings clearly and effectively, both in writing and verbally, to experts and the general public.
9	Has basic level proficiency in English as a foreign language to follow developments in the field .
10	Works independently, takes initiative, and assumes responsibility in team settings.
11	Adopts a lifelong learning approach and continuously develops critical, analytical, and innovative thinking skills.
12	Conducts economic analyses on sustainable development, income equality, and social welfare while adhering to ethical values and demonstrating 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	L6
P1	3	3	3	4	3	3
P2	2	2	2	2	2	2
P3	2	2	2	3	3	3
P4	2	3	3	4	4	3
P5	3	2	3	3	3	2
P6	2	1	1	1	1	1
P7	1	1	2	2	2	1
P8	1	2	3	2	2	3
P9	2	4	1	1	1	1
P10	1	4	4	4	3	3
P11	3	4	5	5	4	4
P12	3	3	3	3	3	4