

TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences
Business Administration (English)

Course Information

ENTREPRENEURSHIP					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
MAN307	Fall	4	0	4	5

Prerequisites and co-requisites	
Language of instruction	Turkish
Type	Elective
Level of Course	Bachelor's
Lecturer	Assoc. Prof. Mert Aktaş
Mode of Delivery	Face to Face
Suggested Subject	
Professional practise (internship)	None
Objectives of the Course	Students effectively completing this course will have demonstrated the ability to identify and evaluate the market opportunities. Thus, enable to write and execute well prepared business plans.
Contents of the Course	Emphasis will be placed on the key aspects of entrepreneurship including: the attributes of entrepreneurs, identifying and evaluating opportunities, writing a business plan, and developing a business model, marketing for entrepreneurs, financing the capital and raising capital and building a successful team.

Learning Outcomes of Course

#	Learning Outcomes
1	Define entrepreneurship and entrepreneurial mindset
2	Identify investment opportunities in the Industry
3	Can develop a business plan
4	Know entrepreneurial mistakes

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	What is Entrepreneurship?	Instruction
2	Entrepreneurship Characteristics	Instruction
3	Innovation and Entrepreneurship	Instruction
4	Identifying Opportunities for New Venture	Instruction
5	Developing a Business Plan	Instruction
6	Developing a Financial Plan	Instruction
7	Marketing and Sales	Instruction
8	Midterm	Exam
9	Human Resource Management	Instruction
10	Finance	Instruction
11	Production	Instruction
12	Project Presentations	Student Presentation, Discussion and Feedback

13	Project Presentations	Student Presentation, Discussion and Feedback
14	Project Presentations	Student Presentation, Discussion and Feedback
15	Project Presentations	Student Presentation, Discussion and Feedback
16	Final Exam	Exam

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Entrepreneurship for Dummies, Kathleen Allen, October 2000, John Wiley and Sons Inc, NY, USA.		
2	Müftüoğlu, M. T., & Haliloğlu, N. (2009). Nasıl girişimci olunur?. Turhan Kitabevi.		
3			

Method of Assessment

#	Weight	Work Type	Work Title
1	20%	Mid-Term Exam	Mid-Term Exam
2	50%	Final Exam	Final Exam
3	30%	Final Project	Final Project

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Define entrepreneurship and entrepreneurial mindset	1,2,5,14	1,2,3
2	Identify investment opportunities in the Industry	1,9,14	1,2,3
3	Can develop a business plan	1,2	1,2,3
4	Know entrepreneurial mistakes	1,2,9	1,2,3

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	4	56
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	1	14
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	13	13
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	1	35	35
14	Final Exercise	0	0	0

15	Preparation for Final Exam	1	30	30
16	Final Exam	1	1	1
				150