

# TOROS ÜNİVERSİTESİ

Vocational School  
Cooking

## Course Information

ENTREPRENEURSHIP II					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
AŞÇ224	Spring	3	0	3	3

<b>Prerequisites and co-requisites</b>	Entrepreneurship I and II classes for two semesters and lessons from the ongoing, successful students will be awarded certificates KOSGEB Entrepreneurship. In the course of Entrepreneurship II is a prerequisite to be successful Entrepreneurship I lecture.
<b>Language of instruction</b>	Turkish
<b>Type</b>	Required
<b>Level of Course</b>	Associate
<b>Lecturer</b>	Lect. Kamuran ÖZTOP
<b>Mode of Delivery</b>	Face to Face
<b>Suggested Subject</b>	None
<b>Professional practise ( internship )</b>	None
<b>Objectives of the Course</b>	The course aims to inform students about the most important one of the needs of business plan writing of entrepreneurs, provide a business idea development, and to do the necessary research to make this business idea into a business plan is to make use of techniques and present it to the class.
<b>Contents of the Course</b>	Feasibility and business planning concepts, business plan development, market research and marketing plan, competitor analysis, production planning, management planning, financial planning, transition to professional management and institutionalization

## Learning Outcomes of Course

#	Learning Outcomes
1	Be able to develop individuals and groups a business idea
2	Do the necessary research to take their business idea to life
3	Be able to write KOSGEB the business plan alone
4	Be able to do basic market research
5	Have an idea about the procedures for setting up businesses in Turkey
6	Be able to offer and defend business idea in front of the audience

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Definition of Business Plan and Feasibility Concepts	Lecture, discussion, presentation
2	Business Plan Content and KOSGEB Business Plan Definition	Lecture, discussion, presentation
3	Business Plan Writing: Market Research	Lecture, discussion, presentation
4	Business Plan Writing: Marketing Methods and Marketing Plan	Lecture, discussion, presentation
5	Business Plan Writing: Competitor Analysis	Lecture, discussion,

		presentation
6	Business Plan Writing: SWOT Analysis	Lecture, discussion, presentation
7	Business Plan Writing: Unexpected Situations, Measures, Assumptions	Lecture, discussion, presentation
8	Mid-term Exam	
9	Business Plan Writing: Production Planning and Workflows	Lecture, discussion, presentation
10	Business Plan Writing: Management Planning and Organization Planning, Institutionalization	Lecture, discussion, presentation
11	Business Plan Writing: Financial Planning-Starting Investment Capital, Cost Analysis, Business Expenses, Financial Forecasting	Lecture, discussion, presentation
12	Financial Planning-Operating Revenues, Cash Flows, Breakeven Point, Profitability Analysis, Present Value	Lecture, discussion, presentation
13	Considerations in Business Plan Preparation and Presentation	Lecture, discussion, presentation
14	KOSGEB Entrepreneurship Support Program Principles	Lecture, discussion, presentation
15	Business Plans Delivery and Discussion	Lecture, discussion, presentation
16	Final Exam	

## Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	KOSGEB, Girişimciler İçin İş Planı Rehberi, 2014		
2	Yrd. Doç. Dr. Ali Rıza İnce, Fuat Çamlıbel, Girişimci Adayları İçin İş Planı Hazırlama El Kitabı, IQ Kültür Sanat Yayıncılık - Gelişim Dizisi, 2016		
3	Vaughan Evans Evans, FT Essential Guide to Writing a Business Plan: How to Win Backing to Start Up or Grow Your Business, Prentice Hall, 2011		

## Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

## Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Be able to develop individuals and groups a business idea	1,3,4,7,10	1,2
2	Do the necessary research to take their business idea to life	1,3,4,7,10	1,2
3	Be able to write KOSGEB the business plan alone	1,3,4,7,10	1,2
4	Be able to do basic market research	1,3,4,7,10	1,2
5	Have an idea about the procedures for setting up businesses in Turkey	1,3,4,7,10	1,2
6	Be able to offer and defend business idea in front of the audience	1,3,4,7,10	1,2

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	Work
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			(Hour)	Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
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	2	2
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	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	2	2
16	Final Exam	1	1	1
				<b>90</b>