

# TOROS ÜNİVERSİTESİ

Vocational School  
Cooking

## Course Information

ENTREPRENEURSHIP I					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
AŞÇ223	Fall	3	0	3	3

<b>Prerequisites and co-requisites</b>	None
<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 aim of this course is to provide students who are aimed to have the knowledge and competence that can create their own business, identify entrepreneurial features and acquire the necessary knowledge.
<b>Contents of the Course</b>	Definition of entrepreneurship, entrepreneurship and business, small business definition, impact of entrepreneurial enterprises, who are entrepreneurs, entrepreneurial types and qualities, entrepreneurial culture, creativity and opportunity analysis, innovation, business idea development, success and failure examples in entrepreneurship, company legal structure analysis, intellectual and industrial property rights, entrepreneurship support and incentives.

## Learning Outcomes of Course

#	Learning Outcomes
1	Lists the types of new venture establishment methods.
2	Explains the general economic benefits of entrepreneurship.
3	Explain the reasons of achievement and failure of entrepreneurs.
4	Explain the creative business idea development methods.
5	Explain the importance of generating business ideas and entrepreneurship policies.
6	Describes innovation.

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Introduction, course information	Lecture, discussion, presentation
2	Entrepreneurship in Turkey, Development of Entrepreneurship, Fundamentals of Entrepreneurship, Entrepreneurship Process, Functions of the entrepreneur.	Lecture, discussion, presentation
3	Basic concepts about entrepreneurship	Lecture, discussion, presentation
4	Specifications entrepreneurs	Lecture, discussion, presentation
5	Types of entrepreneurship	Lecture, discussion,

		presentation
6	Creativity; Factors Affecting Creativity, Creative Business Idea Development Methods	Lecture, discussion, presentation
7	Business Idea Analysis (Multidimensional Thinking Techniques)	Lecture, discussion, presentation
8	Mid-term Exam	
9	Success and failure examples in entrepreneurship	Lecture, discussion, presentation
10	Innovation Concept and Types of Innovation	Lecture, discussion, presentation
11	Fundamental Principles of Innovation and Innovation Cycle	Lecture, discussion, presentation
12	Fundamental Steps of the Entrepreneur in the Business Establishment Process	Lecture, discussion, presentation
13	Types of Businesses and Forms of Business Organizations	Lecture, discussion, presentation
14	Intellectual Property, Patent, Trademark, Copyright.	Lecture, discussion, presentation
15	Entrepreneurship support and incentives.	Lecture, discussion, presentation
16	Final Exam	

## Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Tamer Müftüoğlu ve Tülin Durukan, Girişimcilik ve KOBİ'ler, Gazi Kitabevi, 2004		
2	Semra Arıkan, Girişimcilik: Temel Kavramlar ve Bazı Güncel Konular, Siyasal Kitabevi, 2002.		
3	Yavuz Odabaşı (editör), Girişimcilik, Anadolu Üniversitesi Yayını no: 1567, 2004.		

## 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	Lists the types of new venture establishment methods.	1,3,4,7,10	1,2
2	Explains the general economic benefits of entrepreneurship.	1,3,4,7,10	1,2
3	Explain the reasons of achievement and failure of entrepreneurs.	1,3,4,7,10	1,2
4	Explain the creative business idea development methods.	1,3,4,7,10	1,2
5	Explain the importance of generating business ideas and entrepreneurship policies.	1,3,4,7,10	1,2
6	Describes innovation.	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>