

# TOROS ÜNİVERSİTESİ

Vocational School  
Cooking

## Course Information

| ENTREPRENEURSHIP II |          |             |          |                 |             |
|---------------------|----------|-------------|----------|-----------------|-------------|
| Code                | Semester | Theoretical | Practice | National Credit | ECTS Credit |
|                     |          | Hour / Week |          |                 |             |
| AŞÇ124              | Spring   | 3           | 0        | 3               | 5           |

|                                             |                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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>               | The concept of entrepreneurship, developing a business plan, marketing and financial considerations in small business, quality, human resources management in small business.                                                                                                                           |

## 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 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 | Introduction of the course, Introduction                  | Lecture, discussion, presentation |
| 2 | Entrepreneurship, General Concepts                        | Lecture, discussion, presentation |
| 3 | Business Creativity and Intellectual Development          | Lecture, discussion, presentation |
| 4 | Business Creativity and Intellectual Development Practice | Lecture, discussion, presentation |
| 5 | Business Plan and Presentation                            | Lecture, discussion, presentation |
| 6 | Marketing Plan                                            | Lecture, discussion, presentation |
| 7 | Marketing Plan                                            | Lecture, discussion, presentation |
| 8 | Mid-term Exam                                             |                                   |
| 9 | Production Plan                                           | Lecture, discussion, presentation |

|    |                                |                                   |
|----|--------------------------------|-----------------------------------|
| 10 | Management Plan                | Lecture, discussion, presentation |
| 11 | Finance Plan                   | Lecture, discussion, presentation |
| 12 | Business Plan Writing Practice | Lecture, discussion, presentation |
| 13 | Business Plan Writing Practice | Lecture, discussion, presentation |
| 14 | The Project Delivery           | Lecture, discussion, presentation |
| 15 | The Project Delivery           | 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 | Be able to develop individuals and groups a business idea             | 3,10,14,15       | 1,2                  |
| 2 | Do the necessary research to take their business idea to life         | 3,10,14,15       | 1,2                  |
| 3 | Be able to write the business plan alone                              | 3,10,14,15       | 1,2                  |
| 4 | Be able to do basic market research                                   | 3,10,14,15       | 1,2                  |
| 5 | Have an idea about the procedures for setting up businesses in Turkey | 3,10,14,15       | 1,2                  |
| 6 | Be able to offer and defend business idea in front of the audience    | 3,10,14,15       | 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 (Hour) | Work Load |
|----|---------------------------------------------------------------|----------|-------------|-----------|
| 1  | Course Duration                                               | 14       | 3           | 42        |
| 2  | Course Duration Except Class (Preliminary Study, Enhancement) | 14       | 2           | 28        |
| 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        | 10          | 10        |
| 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 | 10 | 10         |
| 14 | Final Exercise             | 0 | 0  | 0          |
| 15 | Preparation for Final Exam | 1 | 12 | 12         |
| 16 | Final Exam                 | 1 | 1  | 1          |
|    |                            |   |    | <b>104</b> |