

# TOROS ÜNİVERSİTESİ

Vocational School  
Logistics

## Course Information

| ENTREPRENEURSHIP I |          |             |          |                 |             |
|--------------------|----------|-------------|----------|-----------------|-------------|
| Code               | Semester | Theoretical | Practice | National Credit | ECTS Credit |
|                    |          | Hour / Week |          |                 |             |
| LOJ125             | Fall     | 2           | 0        | 2               | 2           |

|                                             |                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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 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>               | Definition of entrepreneurship, entrepreneurship and business, small business definition, impact of entrepreneurial enterprises, who are entrepreneurs, start-up to be an entrepreneur company, managing growing enterprises.                                                                           |

## 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 risk capital and application of it in Türkiye.                         |
| 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 | Creativity: Factors Affecting Creativity, Motivation, Attitudes and Behaviors, Environment, Opinion.                                                    | Lecture, discussion, presentation |
| 4 | Intellectual Property, Patent, Trademark, Copyright.                                                                                                    | Lecture, discussion, presentation |
| 5 | Business Plan: Preparation of Marketing Plan                                                                                                            | Lecture, discussion, presentation |

|    |                                               |                                   |
|----|-----------------------------------------------|-----------------------------------|
| 6  | Business Plan: Preparation of Production Plan | Lecture, discussion, presentation |
| 7  | Business Plan: Preparation of Management Plan | Lecture, discussion, presentation |
| 8  | Mid-term Exam                                 |                                   |
| 9  | Business Plan: Preparation of Finance Plan    | Lecture, discussion, presentation |
| 10 | Writing the Business Plan                     | Lecture, discussion, presentation |
| 11 | Writing the Business Plan                     | Lecture, discussion, presentation |
| 12 | Writing the Business Plan                     | Lecture, discussion, presentation |
| 13 | Writing the Business Plan                     | Lecture, discussion, presentation |
| 14 | Project presentations                         | Lecture, discussion, presentation |
| 15 | Project presentations                         | 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.                              | 5,6,7,8          | 1,2                  |
| 2 | Explains the general economic benefits of entrepreneurship.                        | 5,6,7,8          | 1,2                  |
| 3 | Explain the reasons of achievement and failure of entrepreneurs.                   | 5,6,7,8          | 1,2                  |
| 4 | Explain the risk capital and application of it in Türkiye.                         | 5,6,7,8          | 1,2                  |
| 5 | Explain the importance of generating business ideas and entrepreneurship policies. | 5,6,7,8          | 1,2                  |
| 6 | Describes innovation.                                                              | 5,6,7,8          | 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 | 2  | 28        |
| 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                                  | 0  | 0  | 0         |
| 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  | 12 | 12        |
| 16 | Final Exam                                                    | 1  | 1  | 1         |
|    |                                                               |    |    | <b>70</b> |