TOROS ÜNİVERSİTESİ

Vocatıonal School
Logıstıcs

Course Information

ENTREPRENEURSHIP I					
Code	**Semester**	**Theoretical**	**Practice**	**National Credit**	**ECTS Credit**
		Hour / Week			
LOJ125	Fall	2	0	2	3

Prerequisites and co-requisites	None
Language of instruction	Turkish
Type	Required
Level of Course	Associate
Lecturer	Lect. Kamuran ÖZTOP
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	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.
Contents of the Course	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 Turkiye.
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 Kitapevi, 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 Turkiye.	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	2	2
16	Final Exam	1	1	1
				60