

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ENTREPRENEURSHIP	ULY3254060	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	New product development				
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Elif BAYKAL				
Name of Lecturer(s)	Lect. Ercan KARAKEÇE, Assoc.Prof. Elif BAYKAL				
Assistant(s)					
Aim	Entrepreneurship and innovation are the two factors which create highest value in the new economy. This course aims to create awareness on entrepreneurship, intrapreneurship and innovation among students and equip them with knowledge they will utilize in their careers.				
Course Content	This course contains; Entrepreneurs, entrepreneurship, basic concepts related to entrepreneurship fundamentals of entrepreneurial thinking, to test the entrepreneurial personality,Entrepreneurship Business idea development process of creative problem solving and creativity techniques Innovation,Business plan concept and business plan elements (market research) to investigate the market, using primary and secondary sources, identification of customers, current and future needs,Business plan concept and business plan elements (marketing plan) within a marketing plan to examine the marketing mix (product, price, place, promotion),Business plan concept and business plan elements (production (manufacturing / services) plan) planning of production,Business plan concept and business plan elements (management plan) adaptation of the Board's functions are handled based on the business plan of Human Resource Management,Business plan concept and business plan elements (financial plan), finding financial resources, investment planning, preparation of financial statements and financial management aspects of accounting. (Budget and cash flow),Workshops for market research and marketing plan,Production (manufacturing / services) workshop for the plan to work,Workshop on the management plan,Workshop for financial plan,Business plan items and holistic perspective, sample business practices, sustainability, to Manage Change and Growth, Knowledge Management,Business plan writing and presentation,Business plan writing and presentation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1 Will be able to identify the basic concepts of entrepreneurship.			10, 9	A	
1.1 Recognizes when the business idea is valueable and innovative.					
1.2 Differentiates SME management and problems from large corporations.					
2 The student will be able to create a business plan and business model.			10, 9	A	
2.1 Applies market research methods for a business idea.					
2.2 Makes financial planning for a business idea.					
3. Will be able to make profit/loss optimization.			10, 9	A	
3.1 Makes production planning for business idea related goods / services .					
3.2 Learns about profit maximization.					
4 Effectively presents business idea to angel investors.			10, 9	A	
4.1 Explains how to access different investment resources.					
4.2 Explains how to present a business idea to investors.					
5. The student will be able to develop business ideas within the institution.			10, 9	A	
5.1 Performs analysis for customer development.					
5.2 Revises product/service idea according to customer needs.					
Teaching Methods	10: Discussion Method, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Entrepreneurs, entrepreneurship, basic concepts related to entrepreneurship fundamentals of entrepreneurial thinking, to test the entrepreneurial personality				
2	Entrepreneurship Business idea development process of creative problem solving and creativity techniques Innovation				
3	Business plan concept and business plan elements (market research) to investigate the market, using primary and secondary sources, identification of customers, current and future needs				
4	Business plan concept and business plan elements (marketing plan) within a marketing plan to examine the marketing mix (product, price, place, promotion)				
5	Business plan concept and business plan elements (production (manufacturing / services) plan) planning of production				
6	Business plan concept and business plan elements (management plan) adaptation of the Board's functions are handled based on the business plan of Human Resource Management				
7	Business plan concept and business plan elements (financial plan), finding financial resources, investment planning, preparation of financial statements and financial management aspects of accounting. (Budget and cash flow).				
8	Workshops for market research and marketing plan				
9	Production (manufacturing / services) workshop for the plan to work				
10	Workshop on the management plan				
11	Workshop for financial plan				
12	Business plan items and holistic perspective, sample business practices, sustainability, to Manage Change and Growth, Knowledge Management				

School of Business and Management Sciences / Logistics Management
2023 - 2024 Academic Year
ENTREPRENEURSHIP
Syllabus

Lecture Schedule		
Sequence	Topics	Preliminary Preparation
13	Business plan writing and presentation	
14	Business plan writing and presentation	
Evaluation Methods		Weight(%)
(Midterm Exam) Written Exam		100
Midterm Exam		40
(General Exam) Written Exam		100
General Exam		60

Resources
Lecture notes, case studies, power point presentations and videos Alexander Osterwalder, Yves Pigneur, İş Modeli Üretimi, Optimist Paul Trott - Innovation Management and New Product Development, Prentice Hall Entrepreneurial Small Business. 6th Edition (2021). By Jerome Katz and Richard Green. McGraw-Hill/Irwin. Entrepreneurship: Theory, Process, Practice 11th Edition (2019). By Donald F. Kuratko. Cengage Learning