

Course Description						
Name	Code	Semester	T+A Hour	Credit	ECTS	
ENTREPRENEURSHIP and INNOVATION MANAGEMENT		HIT2132810	Fall Semester	2+0	2	4
Prerequisites Courses						
Recommended Elective Courses						
Language of Instruction						
Turkish						
Course Level						
Short Cycle (Associate's Degree)						
Course Type						
Elective						
Course Coordinator						
Lect. Ercan KARAKEÇE						
Name of Lecturer(s)						
Lect. Ercan KARAKEÇE						
Assistant(s)						
Aim						
The new economy is creating the highest value-added elements of entrepreneurship and innovation. This course aims to create awareness among students about entrepreneurship, domestic entrepreneurship and innovation and introduce applications they will use in their careers.						
Course Content						
This course contains; Entrepreneurs, basic concepts related to entrepreneurship. Fundamentals of entrepreneurial thinking, Entrepreneurial mindset, distinctive concepts in entrepreneurship, Qualities that entrepreneurs should have, Advantages and disadvantages of entrepreneurship, The importance of entrepreneurship, its basic functions, Types of entrepreneurship, Reasons for being an entrepreneur, success and failure factors, Entrepreneurship and creativity, Entrepreneurship and innovation, Establishment of a new business and setup procedures, Buying or partnering with an established business, Owning a business with franchising agreements, Home-based working. Digitizing Entrepreneurship, Business plan processes in entrepreneurship.						
Course Learning Outcomes			Teaching Methods	Assessment Methods		
1. will be able to learn entrepreneurship concept, its features and ethics in entrepreneurship.			1	A		
2. Will be able to explain the economic, social and cultural basis and importance of entrepreneurship.			1, 10, 2	A		
3. Will be able to analyze business model, entrepreneurial processes and business idea.			1, 12, 2	A		
4. Establish a relationship between entrepreneurship and design.			1, 10, 2	A		
5. Entrepreneurship can assess climate, culture and the factors that affect them.			1, 12, 2	A		
6. Will be able to analyze franchising and business acquisition.			1, 12, 2	A		
7. Will be able to show the legal establishment process of the enterprises.			1, 10, 12, 2	A		
8. Business failures, bankruptcy mechanisms, can evaluate the closure issues.			1, 10, 2	A		
Teaching Methods			1: Lecture, 10: Brainstorming, 12: Case study, 2: Question - Answer			
Assessment Methods			A: Written Exam			
Lecture Schedule						
Sequence	Topics	Preliminary Preparation				
1	Entrepreneurs, basic concepts related to entrepreneurship. Fundamentals of entrepreneurial thinking					
2	Entrepreneurial mindset, distinctive concepts in entrepreneurship					
3	Qualities that entrepreneurs should have					
4	Advantages and disadvantages of entrepreneurship					
5	The importance of entrepreneurship, its basic functions					
6	Types of entrepreneurship					
7	Reasons for being an entrepreneur, success and failure factors					
8	Entrepreneurship and creativity					
9	Entrepreneurship and innovation					
10	Establishment of a new business and setup procedures					
11	Buying or partnering with an established business					
12	Owning a business with franchising agreements					
13	Home-based working. Digitizing Entrepreneurship.					
14	Business plan processes in entrepreneurship					
Evaluation Methods		Weight(%)				
Midterm Exam		40				
General Exam		60				

Resources
Marangoz, Mehmet. Girişimcilik. Beta / Çatı, Kahraman. Girişimcilik ve İnovasyon Yönetimi. Nobel Özkara, Belkis ve Sakallı, Sibel. Girişimcilik: Temel ve Yeni Yaklaşımlar. Nobel / Durak, İbrahim vd. Girişimcilik: Anadolu Kent Girişimciliğinden Örnekler. Ekin / Uygun, Ramazan K. Girişimcilik Teori ve Yaklaşımları. Ekin