

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**ENTREPRENEURSHIP**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
ENTREPRENEURSHIP	HR4210498	Spring Semester	2+1	2,5	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is to ensure that students learn the entrepreneurial process and how to manage this process. Students will have an understanding of entrepreneurship, including defining a business opportunity, allocating resources, setting up operations, upgrading the business, and financing.				
<b>Course Content</b>	This course contains; Entrepreneurship General Concepts,Business Idea and Canvas matrix,Creativity and Innovation ,Canvas Matrix Group Presentations,Canvas Matrix Group Presentations,Canvas Matrix Group Presentations,Canvas Matrix Group Presentations,Designing a business plan and Developing a solid strategical plan,Forms of Business Ownership,Marketing plan for the startup,Business Plan Group Presentations,Business Plan Group Presentations,Business Plan Group Presentations,Business Plan Group Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
5.Comprehend to prepare a business plan			16, 5, 9	E	
1. Apply effective written and verbal communication skills in the business world.			16, 5, 9	E	
2. Analyze the global and local business environment.			16, 5, 9	E	
3. Use critical thinking skills in the business world			16, 5, 9	E	
4. Apprehend the terms resources, human power and process management.			16, 5, 9	E	
6. Apprehend the internal and external factors that assess business opportunities.			16, 5, 9	E	
<b>Teaching Methods</b>	16: Question - Answer Technique, 5: Cooperative Learning, 9: Lecture Method				
<b>Assessment Methods</b>	E: Homework				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Entrepreneurship General Concepts				
2	Business Idea and Canvas matrix	readng related section from textbook			
3	Creativity and Innovation	readng related section from textbook			
4	Canvas Matrix Group Presentations	teamwork			
5	Canvas Matrix Group Presentations	teamwork			
6	Canvas Matrix Group Presentations	teamwork			
7	Canvas Matrix Group Presentations	teamwork			
8	Designing a business plan and Developing a solid strategical plan	readng related section from textbook			
9	Forms of Business Ownership	readng related section from textbook			
10	Marketing plan for the startup	readng related section from textbook			
11	Business Plan Group Presentations	teamwork			
12	Business Plan Group Presentations	teamwork			
13	Business Plan Group Presentations	teamwork			
14	Business Plan Group Presentations	teamwork			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
1. Girişimcilik, Emine Başar, Nobel Yayınları, 2017
2. İnovasyon ve Girişimcilik, John Bessant, Joe Tidd, Nobel Yayınları, 2018Lecture notes