

School of Communication / New Media and Communication Systems
2024 - 2025 Academic Year
ENTREPRENEURSHIP
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ENTREPRENEURSHIP	YMİ4210591	Spring Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Assoc.Prof. Tuba IŞIK				
Assistant(s)					
Aim	In addition to working for others, it is aimed that students, who are targeted to have the skills, knowledge and competencies that can establish their own business, to acquire the necessary equipment to reveal and develop their entrepreneurial features.				
Course Content	This course contains; Entrepreneurship Approaches, Entrepreneurship Culture ,Types of Entrepreneurship ,Entrepreneurship Functions, Entrepreneurship Areas ,Entrepreneurship Process, Business idea resources, Business Idea Development, Business Plan and Elements, Business Plan Preparation, Entrepreneurship Local, National and International Context, New media entrepreneurship, Social media entrepreneurship seminar.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Question entrepreneurship characteristics based on entrepreneurship characteristics.			10, 16, 9	A, E, F, H	
Develops their own entrepreneurship characteristics by evaluating entrepreneurial characteristics in successful entrepreneurship stories.			10, 16, 9	A, E, F, H	
Compares the opportunities related to the appropriate sector by learning the barriers and incentives in entrepreneurship.			10, 16, 9	A, E, F, H	
Constructs a career plan as an entrepreneur based on examples of successful entrepreneurship.			16, 9	A, E, F, H	
Evaluates the barriers and incentives for the development of entrepreneurship and makes suggestions.			16, 9	A, E, F, H	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Entrepreneurship Approaches				
2	Entrepreneurship Culture	Related reading			
3	Types of Entrepreneurship	Related reading			
4	Entrepreneurship Functions	Related reading			
5	Entrepreneurship Areas	Related reading			
6	Entrepreneurship Process	Related reading			
7	Business idea resources	Related reading			
8	Business Idea Development	Related reading			
9	Business Plan and Elements	Related reading			
11	Business Plan Preparation	Related reading			
12	Entrepreneurship Local, National and International Context	Related reading			
13	New media entrepreneurship	Related reading			
14	Social media entrepreneurship seminar	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Bayraktaroğlu, Serkan (2005) Girişimcilik Ders Notları, Sakarya Kitabevi, Sakarya. Ankan, Semra (2004), Girişimcilik, Siyasal kitabevi, Ankara Naktiyok, A. (2004), İç Girişimcilik, Beta yayınları. Döm, S. (2006), Girişimcilik ve Küçük İşletme Yöneticiliği, Detay yayıncılık.