

Vocational School of Social Sciences / Foreign Trade
2024 - 2025 Academic Year
ENTREPRENEURSHIP and INNOVATION MANAGEMENT
Syllabus

Course Description						
Name	Code	Semester	T+A Hour	Credit	ECTS	
ENTREPRENEURSHIP and INNOVATION MANAGEMENT		D5T2232810	Spring 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		Entrepreneurship and innovation have a vital role among the factors that create added value in the new economy. For this reason, it desires to raise awareness among students about entrepreneurship, intrapreneurship, and innovation. It also aims to raise awareness about the applications that students will use in this field 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 discuss the basic concepts in entrepreneurship and the relationship between them			9	A		
1.1. Expresses the relationship between entrepreneurship and ethics						
1.2. Evaluates entrepreneurial characteristics						
1.3. Interrogates the concept of entrepreneurship						
2. Will be able to evaluate the requirements and outcomes of entrepreneurship			16, 9	A		
2.1. Explains the importance of entrepreneurship						
2.2. Discusses the economic, social and cultural foundations/contributions of entrepreneurship						
3. Will be able to interpret entrepreneurial processes			16, 9	A		
3.1. Evaluates business ideas						
3.2. Discusses the business model						
4. Will be able to contribute to the innovation process			16, 9	A		
4.1. Questions creativity and environmental interaction						
4.2. Establishes a relationship between innovation and creativity						
5. Will be able to evaluate the factors affecting entrepreneurship			16, 9	A		
5.1. Evaluates the creative climate						
5.2. Recognizes creativity blocks						
6. Will be able to discuss the processes of establishing a business from scratch			16, 9	A		
6.1. Refers to legal processes						
6.2. Evaluates the requirements for starting a business						
7. Will be able to evaluate the option of starting with ready-made businesses			16, 9	A		
7.1. Analyzes acquiring existing business						
7.2. Considers becoming a partner						
7.3. Evaluates the franchising system						
Teaching Methods		16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods		A: Traditional 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				

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General Exam

60

Resources

Carpenter, Mehmet. Entrepreneurship. Beta /

Roof, Hero. Entrepreneurship and Innovation Management. Nobel /Uygun, Ramazan K. Entrepreneurship Theory and Approaches. Crop