

**School of Business and Management Sciences / Business Administration (English)**

**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	BUS3171440	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	New product development				
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Elif BAYKAL				
<b>Name of Lecturer(s)</b>	Lect. Ercan KARAKEÇE				
<b>Assistant(s)</b>					
<b>Aim</b>	It is aimed to provide students with knowledge and skills to develop an innovative business idea based on their observations in practice in their own subject areas, to design it and set up their own business.				
<b>Course Content</b>	This course contains; Entrepreneur, entrepreneurship, basic concepts about entrepreneurship Fundamentals of entrepreneurial thinking, characteristics of entrepreneur,Entrepreneurship process, business idea development and creativity, creative problem solving techniques, Innovation,Business plan concept and business plan elements (market research), researching the market using primary and secondary sources, identifying customers, current and future needs,Business plan concept and business plan elements (marketing plan), examination of marketing mix within marketing plan (product, price, distribution, promotion),Business plan concept and business plan elements (production (manufacturing / service) plan), planning of production,Human Resources Management,Business plan concept and business plan elements (management plan), Management's functions and adaptation to business plan, Human Resources Management,Business plan concept and business plan elements (financial plan) ,Finding Financial Resources and planing the investment,Pricing Strategy,Business plan elements and holistic perspective, Sample business practices, Sustainability, managing change and growth,Presentation of Projects,Presentation of Projects,Presentation of Projects.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Students will be able to gain knowledge and skills to develop an innovative business idea based on their observations in practice in their own subject areas, to design it and start their own business.			9	A	
1.1. Have detailed information about innovation			9	A	
1.2. Have detailed information about project management			9	A	
1.3. Learns how to set up a business			9	A	
2. Students will be able to explain theoretical knowledge on entrepreneurship and business start-up activities			9	A	
2.1. Learns about entrepreneurship and its varieties			9	A	
2.2. Learns about characteristics of entrepreneurs			16, 9	A	
2.3. learns about factors effecting entrepreneurship			9	A	
3. The process of creating a business plan and starting a business is handled in line with the experiences of entrepreneurs; The concept of entrepreneurship will be able to examined.			9	A	
3.1. Learns how to make a business plan			9	A	
3.2. Learns how to present a business plan			9	A	
3.3. Learns about success factors of entrepreneurs			9	A	
4. Students will be able to develop a holistic perspective on marketing plan, management plan, financial plan and business plan elements.			9	A	
4.1. Learns how to make a marketing plan			9	A	
4.2. Learns how to make financial planning			9	A	
4.3. Learns how to make a management plan			9	A	
5. the student will be able to develop business ideas within the institution.			9	A	
5.1 Performs analysis for customer development.			9	A	
5.2 Revises product/service idea according to customer needs			9	A	
<b>Teaching Methods</b>	16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Entrepreneur, entrepreneurship, basic concepts about entrepreneurship Fundamentals of entrepreneurial thinking, characteristics of entrepreneur				
2	Entrepreneurship process, business idea development and creativity, creative problem solving techniques, Innovation				
3	Business plan concept and business plan elements (market research), researching the market using primary and secondary sources, identifying customers, current and future needs				
4	Business plan concept and business plan elements (marketing plan), examination of marketing mix within marketing plan (product, price, distribution, promotion)				
5	Business plan concept and business plan elements (production (manufacturing / service) plan), planning of production				
6	Human Resources Management				
7	Business plan concept and business plan elements (management plan), Management's functions and adaptation to business plan, Human Resources Management				
8	Business plan concept and business plan elements (financial plan)				
9	Finding Financial Resources and planing the investment				
10	Pricing Strategy				

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Lecture Schedule		
Sequence	Topics	Preliminary Preparation
11	Business plan elements and holistic perspective, Sample business practices, Sustainability, managing change and growth	
12	Presentation of Projects	
13	Presentation of Projects	
14	Presentation of Projects	
Evaluation Methods		Weight(%)
Midterm Exam		40
General Exam		60

Resources
Entrepreneurship, 11th Edition (2020). By Robert Hisrich, Michael Peters and Dean Shepherd. McGraw Hill.
Creating an Entrepreneurial Mindset: Failure IS an Option! 1st Edition (2012). By Roger Cowdrey MIBC & bookboon.com
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
Essentials of Entrepreneurship and Small Business Management, Global Edition, 9th edition Published by Pearson. 2023. Norman M Scarborough Presbyterian College; Jeffrey R. Cornwall Belmont University