

ENTREPRENEURSHIP IN HEALTH SECTOR

1	Course Title:	ENTREPRENEURSHIP IN HEALTH SECTOR
2	Course Code:	IIS4124
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Doç. Dr. ZERRİN FIRAT
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Doç. Dr. Zerrin FIRAT Bursa Uludağ Üniversitesi, İnegöl İşletme Fakültesi firatzy@uludag.edu.tr Tel:(0224) 294 26 95 Dahili 62725
17	Website:	
18	Objective of the Course:	To give students basic information about entrepreneurship, to teach how creative and innovative ideas can turn into a business, to evaluate entrepreneurship conditions in the health sector, the conditions required for the development of entrepreneurship, and to mobilize entrepreneurship potentials in practical life by developing students' abilities.
19	Contribution of the Course to Professional Development:	Gains the competence to manage and control the process by perceiving the management processes in businesses.
20	Learning Outcomes:	
	1	Knowing the basic concepts of entrepreneurship
	2	Understand the role of entrepreneurs in economic life and the creation of a business opportunity
	3	Will be able to analyze jobs, transactions and decision processes in transforming the business plan into a successful business venture
	4	Prepare business plans
	5	Will be able to explain the possible problems encountered in the health sector
	6	To learn the conditions of use of incentives, grants and supports
	7	Be motivated to establish a successful attempt. Being able to take a role in the labor market as an entrepreneur
	8	Learning to conduct legal research and establish the legal structure of the business
	9	Learning to do financial research and prepare financial plan
	10	Learning to do market research and to prepare a marketing plan
21	Course Content:	

	Course Content:			
Week	Theoretical	Practice		
1	Entrepreneurship and Related Concepts			
2	Types of Entrepreneurship			
3	Characteristics of Successful Entrepreneurs			
4	Entrepreneurship Process in Healthcare Organizations			
5	Feasibility Study Researches in Healthcare Institutions			
6	Market Research in Health Institutions			
7	Technical Research in Health Institutions			
8	Financial Research in Health Institutions			
9	Legal Structure Research in Health Institutions			
10	Organizational Research in Health Institutions			
11	Decision to Create Health Institutions Initiative and Preparation of Final Project			
12	Basic Business in Managing Enterprise in Healthcare Organizations			
13	Support, Grants and Incentives for Entrepreneurs in Health Institutions			
14	Support, Grants and Incentives for Entrepreneurs in Health Institutions			
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical		Uygulama, Ekin Kitabevi, 22. Baskı, Bursa, 2011, 3. Sevi TOP, Girişimcilik: Kesif Süreci, Beta Yayınları, 1	22.00	22.00
Practicals/Labs		0	0.00	0.00
Self study / Assessment		14	2.00	28.00
Homeworks		5	2.00	10.00
Projects		0	0.00	0.00
Midterm Exam		1	40.00	40.00
Field Studies		0	0.00	0.00
Midterm exams		1	12.00	12.00
Home work project		0	0.00	0.00
Others		0	0.00	0.00
Final Exam		1	12.00	12.00
Total		2	100.00	102.00
Total Work Load				102.00
Contribution of Term (Year) Learning Activities to Success Grade				3.00
ECTS Credit of the Course				3.00
Total		100.00		
Measurement and Evaluation Techniques Used in the Course		Relative evaluation system (RES)		

24 ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	0	0	0	0	5	0	3	0	0	3	0	0	0	0	0	0
ÖK2	0	0	0	0	0	0	0	4	0	4	0	0	0	0	0	0

ÖK3	0	0	0	2	0	0	3	2	0	2	0	0	0	0	0	0
ÖK4	0	0	0	2	0	0	3	2	0	2	0	0	0	0	0	0
ÖK5	0	0	0	3	0	0	3	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	2	0	0	3	2	0	0	0	0	0	0	0	0
ÖK7	0	0	0	3	0	0	0	0	0	3	0	0	0	0	0	0
ÖK8	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	2	2	0	0	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	3	3	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			