

# ENTREPRENEURSHIP

1	Course Title:	ENTREPRENEURSHIP
2	Course Code:	ISL3008
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	3
6	Semester:	6
7	ECTS Credits Allocated:	4.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	No
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Yrd.Doç.Dr. ZERRİN FIRAT
15	Course Lecturers:	Yrd. Doç. Dr. Zerrin FIRAT
16	Contact information of the Course Coordinator:	Yrd. Doç. Dr. Zerrin FIRAT İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 firatzy@uludag.edu.tr
17	Website:	
18	Objective of the Course:	The entrepreneurship course mainly stands on, entrepreneurship, economic and social system contributions, entrepreneur, entrepreneurship types of entrepreneurship policy, incentive mechanisms, job setting up the main stages of the process and problems in the stands.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	What is entrepreneurship, what are the types that can be learned
	2	The features required for an entrepreneur and entrepreneurship can be learned
	3	The process of entrepreneurship in Turkey can be grasped
	4	The problems faced by entrepreneurs can be knew
	5	The contributions to the social and economic life of Entrepreneurship can be grasped
	6	The importance of women entrepreneurs can be understood
	7	Preparing and using a business plan can be learned
	8	
	9	
	10	
21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Concepts related to entrepreneurship	

<b>2</b>	The Importance and development of Entrepreneurship	
<b>3</b>	Enterprise's features	
<b>4</b>	Domestic and International Entrepreneurship	
<b>5</b>	Motivation for entrepreneurship	
<b>6</b>	Creativity and Innovation in enterprises	
<b>7</b>	Invention, Trademark and Designs Protection	
<b>8</b>	Repitition	
<b>9</b>	Entrepreneurship Business Ideas	
<b>10</b>	Business Plan Preparation	
<b>11</b>	Management and Marketing Plans in business plan	
<b>12</b>	Feasibility studies	
<b>13</b>	Finance and Production Plans in Business Plan	
<b>14</b>	Entrepreneurial Stories, Case Studies in Entrepreneurship	

22	Textbooks, References and/or Other Materials:	<p>-Arıkan, S., Girişimcilik: Temel Kavramlar ve Bazı Güncel Konular, Siyasal Kitabevi, 2008</p> <p>-Avrupa Komisyonu, Avrupada Girişimcilik-Yeşil Kitap, TUSİAD Yayınları, Enterprice Publications</p>
----	---	---

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Midterm Exam	1	40.00	
Practicals/Labs	0	0.00	0.00
Self study and preparation	14	2.00	28.00
Home work project	0	0.00	
Homeworks	0	0.00	0.00
Final Exam	1	30.00	
Projects	0	0.00	0.00
Total	2	100.00	
Field Studies	0	0.00	0.00
Continuation of Term (Year) Learning Activities to Midterm exams	1	20.00	20.00
Others	0	0.00	0.00
Final Exams	1	30.00	30.00
Total	100.00		
Total Work Load			120.00
Measurement and Evaluation Techniques Used in the Course			4.00
ECTS Credit of the Course			4.00

[illegible]

ÖK5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	0	0	3	5	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	5	0	0	0	0	0	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				