

# ENTREPRENEURSHIP

1	Course Title:	ENTREPRENEURSHIP
2	Course Code:	ISL2311
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. Dr. GÖKHAN ŞENOL
15	Course Lecturers:	Öğr. Gör. Dr. Gökhan Şenol
16	Contact information of the Course Coordinator:	Öğr. Gör. Dr. Gökhan Şenol gsenol@uludag.edu.tr 0 (224) 294 11 94
17	Website:	
18	Objective of the Course:	This course aims to give knowledge about the context, concepts and process of entrepreneurship, recognize entrepreneurial opportunities, determine feasibility of a new business concept and develop the ability to prepare business plans such as marketing plan, operating plan, finance plan and etc.
19	Contribution of the Course to Professional Development:	Developing a business idea to the educational background and gain the ability to start their own business
20	Learning Outcomes:	
	1	Learning the fundamental concepts of entrepreneurship
	2	Learning entrepreneurship types and characteristics
	3	Learning to create a business idea
	4	Learning to make a business plan, feasibility analysis and generate business model
	5	Learning to make a industrial and competition analysis
	6	Learning to establish the functions of a new business
	7	Learning the laws and regulations for about entrepreneurship
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Chronological Development of Entrepreneurship	
2	Fundamentals of Entrepreneurship	

3	Entrepreneurship and Entrepreneurial Typology	
4	Creativity, Innovation and Idea Development	
5	Industry and Competition Analysis	
6	Business Plan and Feasibility Analysis I	
7	Business Plan and Feasibility Analysis II	
8	Business Model Generation I	
9	Business Model Generation II	
10	Production Planning	
11	Marketing Planning	
12	Managerial and Organizational Structure Planning	
13	Financial Structure Planning	
14	Legal Structure and Corporatization	

22	Textbooks, References and/or Other Materials:	<p>Mehmet Marangoz, Girişimcilik, Beta Basım Yayım Dağıtım, İstanbul, Ekim 2018</p> <p>Erdoğan Kaygın, Girişimcilik, Cinius Yayınları, İstanbul, Şubat 2017</p> <p>Alexander Osterwalder, Yves Pigneur, İş Modeli Üretimi, Optimist Yayınları, İstanbul, 2019</p>
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Activites		Number	Duration (hour)	Total Work Load (hour)
<b>TERM LEARNING ACTIVITIES</b>		<b>NUMBER</b>	<b>WEIGHT</b>	
Theoretical		14	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self-study and preparation	0	0.00	2.00	28.00
Homeworks		2	10.00	20.00
Project Exam	1	6.00	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exam		4	20.00	20.00
Contribution of Term (Year) Learning Activities to Final Exam		4	10.00	20.00
Others		0	0.00	0.00
Contribution of Final Exam to Success Grade		6	40.00	40.00
Total Work Load				170.00
Total work load/30 hr				5.00
Measurement and Evaluation Techniques Used in the		Multiple choice exams are used for assessment and		
ECTS Credit of the Course				5.00

## 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	1	5	0	0	1	3	0	0	2	1	0	0	0	0	0	0
ÖK2	1	5	0	0	1	4	0	0	3	1	0	0	0	0	0	0
ÖK3	1	5	0	0	2	5	0	0	4	2	0	0	0	0	0	0
ÖK4	1	5	0	0	2	5	0	0	5	2	0	0	0	0	0	0

ÖK5	1	5	0	0	2	5	0	0	5	1	0	0	0	0	0	0
ÖK6	1	5	0	0	2	5	0	0	5	1	0	0	0	0	0	0
ÖK7	1	5	0	0	2	5	0	0	5	1	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			