

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:	
		Course Content:
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, Giriřimcilik, Beta Basım Yayım Dağıtım, İstanbul, Ekim 2018</p> <p>Erdoğan Kaygın, Giriřimcilik, Cinius Yayınları, İstanbul, Şubat 2017</p> <p>Alexander Osterwalder, Yves Pigneur, İş Modeli Üretimi, Optimist Yayınları, İstanbul, 2019</p> <p>Arzu Ülgen Aydınlık, Giriřimcilik, Beta Basım Yayım Dağıtım, İstanbul, Eylül 2017</p>
23	Assesment	
TERM LEARNING ACTIVITIES		
	NUMBE R	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		Multiple choice exams are used for assessment and evaluation.
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	2	10.00	20.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	20.00	20.00
Others	0	0.00	0.00
Final Exams	1	40.00	40.00
Total Work Load			170.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

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			