

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

1	Course Title:	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
2	Course Code:	ISYS006
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. HATİCE TÜRK
15	Course Lecturers:	Meslek Yüksekokulları yönetim kurullarının görevlendirdiği öğretim elemanları
16	Contact information of the Course Coordinator:	Öğr.Gör. Hatice TÜRK, Bursa Uludağ Üniversitesi, Mustafakemalpaşa MYO, İşletme Yönetimi Programı, Atariye Mh. Cumhuriyet Cd. No:4/1 16500 Mustafakemalpaşa / BURSA Dahili numara: 61531 E-posta: haticeturk@uludag.edu.tr
17	Website:	
18	Objective of the Course:	It is aimed that students have the qualifications, knowledge and competencies that can establish their own business, reveal the entrepreneurship characteristics that exist in them and gain the necessary equipment to develop them.
19	Contribution of the Course to Professional Development:	Students who want to start their own business will have theoretical knowledge about the entrepreneurial process and SMEs
20	Learning Outcomes:	
	1	Information about the definition and types of entrepreneurship will be learned.
	2	Social and economic importance of entrepreneurship will be understood.
	3	The advantages and disadvantages of entrepreneurship will be understood.
	4	The student will have an idea about whether he/she can be a successful entrepreneur by comparing the characteristics that should be found in the entrepreneur with his/her personal characteristics.
	5	The importance of being creative and innovative in entrepreneurship will be understood.
	6	It will be informed about the studies in the process of establishing a new business.
	7	Information about types of businesses and SMEs will be learned.
	8	To be informed about the functions of small businesses.
	9	The problems that small businesses and entrepreneurs may face will be learned and solutions will be produced.
	10	It will be informed about the supports for small businesses and entrepreneurs.

21	Course Content:			
	Course Content:			
Week	Theoretical	Practice		
1	Basic concepts of entrepreneurship, historical development of entrepreneurship and The characteristics of the entrepreneur	Current examples		
2	Reasons to be an entrepreneur, aims of entrepreneurship, advantages and disadvantages of entrepreneurship	Current examples		
3	Environmental factors affecting entrepreneurship.	Current examples		
4	Basic functions of entrepreneurship (social and economic importance).	Current examples		
5	Creativity and innovation in entrepreneurship, entrepreneurship types. Home-based work, internet entrepreneurship and women entrepreneurs	Current examples		
6	Establishing a new business and business establishment processes (Economic and technical analysis)	Current examples		
7	Establishing a new business and business establishment procedures (Financial and legal analysis)	Current examples		
8	Subject repetition and midterm exam	Current examples		
9	Types of business and SMEs	Current examples		
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical	Production and marketing functions in small	14	1.00	14.00
Practicals/Labs		14	2.00	28.00
Self study and preperation		14	2.00	28.00
Homeworks		0	0.00	0.00
Projects		0	0.00	0.00
13	Support programs for entrepreneurs and	Current examples	0.00	0.00
Field Studies		0	0.00	0.00
14	Successful entrepreneurship stories	Current examples	10.00	10.00
Midterm exams		0	0.00	0.00
Others		0	0.00	0.00
22	Textbooks, References and/or Other	Girişimcilik - Prof.Dr. Mehmet MARANGOZ	10.00	10.00
Total Work Load				90.00
Total work load/ 30 hr		İşletme Yöneticiliği - Prof.Dr. Tamer KOÇEL	3.00	3.00
ECTS Credit of the Course				3.00
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		

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	0	0	0	0	0	0	0	3	0	0	0	0
ÖK2		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK3		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK4		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK5		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK6		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK7		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK8		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK9		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
ÖK10		0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																	
Contribution Level:		1 very low			2 low			3 Medium			4 High			5 Very High			