

ENTERPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

1	Course Title:	ENTERPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	
2	Course Code:	ISYS005	
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
10	Management and financial functions in small businesses	Current examples
11	Production and marketing functions in small businesses	Current examples
12	The problems and solutions to entrepreneurs and small businesses in Turkey	Current examples
13	Support programs for entrepreneurs and small businesses	Current examples
14	Successful entrepreneurship stories	Current examples
22	Textbooks, References and/or Other Materials:	Girişimcilik - Prof.Dr. Mehmet MARANGOZ Girişimcilik ve Küçük İşletme Yönetimi – Prof.Dr. Orhan KÜÇÜK İşletme Yöneticiliği - Prof.Dr. Tamer KOÇEL Other resources on entrepreneurship and business management
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
		WEIGHT
Midterm Exam		1
Quiz		0
Home work-project		0
Final Exam		1
Total		2
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

Measurement and evaluation are carried out according to the principles of Bursa Uludağ University Associate and Undergraduate Education Regulation.

24 ECTS / WORK LOAD TABLE

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	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
Field Studies	0	0.00	0.00
Midterm exams	1	10.00	10.00
Others	0	0.00	0.00
Final Exams	1	10.00	10.00
Total Work Load			90.00
Total work load/ 30 hr			3.00
ECTS Credit of the Course			3.00

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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

Contrib ution Level:	1 very low	2 low	3 Medium	4 High	5 Very High
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