

ENTREPRENEURSHIP AND INNOVATION

1	Course Title:	ENTREPRENEURSHIP AND INNOVATION	
2	Course Code:	ISL5126	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	2	
7	ECTS Credits Allocated:	4.00	
8	Theoretical (hour/week):	2.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. MURAT HAKAN ALTINTAŞ	
15	Course Lecturers:	Prof. Dr. Hakan Altıntaş Doç. Dr. Erkan ÖZDEMİR Doç. Dr. Çağatan Taşkın	
16	Contact information of the Course Coordinator:	mhakan@uludag.edu.tr	
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:		
20	Learning Outcomes:		
		1	Being motivated for the establishment of a successful enterprise
		2	Learning how to create a business idea
		3	learning how to analyze overall environmental analysis for the establishment of a successful enterprise
		4	Learning how to make market research and prepare marketing plan
		5	Learning how to make technical research and prepare operating plan
		6	Learning how to make legal research and prepare legal structure of enterprise
		7	Learning how to make organizational research and prepare organizational and management structure of enterprise
		8	Learning how to make financial research and prepare financial plan
		9	Learning incentives for entrepreneurs and take an advantage of them
		10	Learning how to prepare business plan and present this plan
21	Course Content:		

	Course Content:			
Week	Theoretical	Practice		
1	Entrepreneurship and related concepts			
2	Types of entrepreneurship, definition of innovation, innovation types, the relationship between innovation and entrepreneurship			
3	Characteristics of successful entrepreneurs and developing entrepreneurship culture			
4	Success and failure factors in entrepreneurship with the world and Turkey cases			
5	Process of enterprise establishment and researches in feasibility project (general perspectives)			
6	Market research			
7	Technical research			
8	Financial research			
9	Research of legal structure			
10	Organizational research			
11	Decision of building entrepreneurship, preparing final project			
12	Basic business functions to manage the entrepreneurship (management, production and marketing)			
Activites		Number	Duration (hour)	Total Work Load (hour)
14	Incentives for entrepreneurs	14	2.00	28.00
Theoretical				
Practicals/Labs		0	0.00	0.00
Self study and preparation		14	2.00	28.00
Materials:		Seçkin Yayıncılık, 2. Baskı, Ankara, 2005.		
Homeworks		1	14.00	14.00
Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		0	0.00	0.00
Others		1	50.00	50.00
Final Exams		0	0.00	0.00
Total Work Load				120.00
Total work load/ 30 hr		England		4.00
ECTS Credit of the Course				4.00
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT	
Midterm Exam		0	0.00	
Quiz		0	0.00	
Home work-project		0	0.00	
Final Exam		0	100.00	
Total		1	100.00	
Contribution of Term (Year) Learning Activities to Success Grade		0.00		
Contribution of Final Exam to Success Grade		100.00		
Total		100.00		

Measurement and Evaluation Techniques Used in the Course																
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	4	4	4	5	0	0	0	5	0	0	3	5	0	0	0	0
ÖK2	4	4	4	4	0	0	0	5	0	0	3	4	0	0	0	0
ÖK3	5	4	4	4	0	0	0	5	0	0	0	5	0	0	0	0
ÖK4	3	4	4	4	0	0	0	5	0	0	3	4	0	0	0	0
ÖK5	4	4	4	4	0	0	0	5	0	0	0	5	0	0	0	0
ÖK6	4	4	4	4	0	0	0	5	0	0	0	4	0	0	0	0
ÖK7	4	4	4	4	0	0	0	5	0	0	0	4	0	0	0	0
ÖK8	4	4	4	4	0	0	0	5	0	0	0	4	0	0	0	0
ÖK9	4	4	5	4	0	0	0	5	0	0	0	5	0	0	0	0
ÖK10	4	4	4	4	0	0	0	5	0	0	0	5	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			