

# ENTREPRENEURSHIP

1	Course Title:	ENTREPRENEURSHIP
2	Course Code:	ISL2210
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	2
6	Semester:	4
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:	-
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 Öğr. Gör. Dr. Gökhan Şenol
16	Contact information of the Course Coordinator:	E-posta: mhakan@uludag.edu.tr Telefon: 0224 294 1066 Adres: Uludağ Üniversitesi İİBF İşletme Bölümü, Görükle, Nilüfer 16059 - Bursa
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
<b>21</b>	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Entrepreneurship and related concepts	
2	Types of 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)	
13	Incentives for entrepreneurs	
14	Incentives for entrepreneurs	
<b>22</b>	Textbooks, References and/or Other Materials:	<p>Orhan KÜÇÜK, Girişimcilik ve Küçük İşletme Yönetimi, Seçkin Yayıncılık, 2. Baskı, Ankara, 2005.</p> <p>B. Zafer ERDOĞAN, Girişimcilik ve Kobiler: Teori ve Uygulama, Ekin Kitabevi, 2. Baskı, Bursa, 2011.</p> <p>Seyfi TOP, Girişimcilik: Keşif Süreci, Beta Yayınları, 1. Baskı, İstanbul, 2006.</p> <p>David LESTER, Global Markalar Nasıl Başladılar: 20 İyi Fikir Nasıl Mükemmel Küresel İş Piyasası Haline Geldi, Dinozor Yayıncılık, 1. Baskı, İstanbul, 2009</p>
<b>23</b>	Assesment	
<b>TERM LEARNING ACTIVITIES</b>		
	<b>NUMBE R</b>	<b>WEIGHT</b>
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		

**24 ECTS / WORK LOAD TABLE**

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	0	0.00	0.00
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			62.00
Total work load/ 30 hr			2.07
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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**LO: Learning Objectives PQ: Program Qualifications**

<b>Contribution Level:</b>	<b>1 very low</b>	<b>2 low</b>	<b>3 Medium</b>	<b>4 High</b>	<b>5 Very High</b>
----------------------------	-------------------	--------------	-----------------	---------------	--------------------