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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Entrepreneurship** | |  |  | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Unrestrictive Elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | To comprehend the concept of entrepreneurship and the characteristics of the entrepreneur and to have information about the country in which it is located. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1-Recognize the definition and characteristics of the concept of entrepreneurship.  2-Knows the characteristics of the entrepreneur person.  3-Comprehend the profile of entrepreneurship in Turkey. | | | | | | | Course Content | The concept of entrepreneurship and its emergence, the importance of entrepreneurship and how to become an entrepreneur, entrepreneurship culture, being an entrepreneur in turkey, entrepreneurship policies, contributions of small businesses to the economic and social system, establishment process of small businesses, management strategies, marketing strategies, production strategies, financing strategies, problems and solutions. | | | | | | | **Weeks** | **Topics** | | | | | | | 1 | The concept of entrepreneurship and its emergence | | | | | | | 2 | The importance of entrepreneurship and how to become an entrepreneur | | | | | | | 3 | Entrepreneurial culture | | | | | | | 4 | Being an entrepreneur in Turkey | | | | | | | 5 | Reasons for success and failure of entrepreneurs | | | | | | | 6 | The importance of generating business ideas and entrepreneurship policies | | | | | | | 7 | Venture capital and applications in Turkey | | | | | | | 8 | Contribution of small businesses to the economic and social system | | | | | | | 9 | Small business establishment process | | | | | | | 10 | Management strategies in small businesses | | | | | | | 11 | Marketing strategies in small business | | | | | | | 12 | Production strategies in small businesses | | | | | | | 13 | Financing strategies in small businesses | | | | | | | 14 | Small business problems and solutions | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **References** | | Arıkan, S. (2002), *Entrepreneurship: Basic concepts and some current issues*, Political Bookstore. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM LEARNING OUTCOMES**  **AND COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | 1 | | - | - | | - | - | | - | 2 | | 1 | 3 | | 4 | | **LO2** | 1 | | - | - | | - | - | | - | 2 | | 1 | 3 | | 4 | | **LO3** | 1 | | - | - | | - | - | | - | 2 | | 1 | 3 | | 4 | | **LO: Learning Outputs PO: Program Outputs** | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | Entrepreneurship | 1 | - | - | - | - | - | 2 | 1 | 3 | 4 | |