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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 | Vocational School Elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | Within the scope of this course, it is aimed to promote the culture of entrepreneurship and to introduce the concept of business plan to university students before starting their careers and to ensure the establishment of successful businesses.  At the end of the course, it is aimed that students gain the knowledge and experience to prepare business plans for their own business ideas. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  one- Will be able to understand the concept of entrepreneurship as a whole.  2- Will be able to explain the role of small and medium-sized enterprises in the economy.  3- Will be able to apply different concepts to new business establishment and development.  4- Will be able to understand the concept of business plan as a whole.  5-will be able to report the problems and solution proposals of small businesses in Turkey. | | | | | | | Course Content | Entrepreneurship, its definition and history, characteristics of the entrepreneur, starting a new business, an existing business, purchasing, franchising, establishment problems of small businesses, business plan, reasons for success and failure in small businesses, growth in small businesses, innovation and creativity, intrapreneurship, family businesses, social entrepreneurship, strategic entrepreneurship, entrepreneurship and culture. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Entrepreneurship, Definition and History | | | | | | | 2 | Characteristics of the Entrepreneur | | | | | | | 3 | Starting a New Business, Buying an Existing Business | | | | | | | 4 | franchising | | | | | | | 5 | Small Business Establishment Issues | | | | | | | 6 | Business plan | | | | | | | 7 | Reasons for Success and Failure in Small Business | | | | | | | 8 | Small Business Growth | | | | | | | 9 | Innovation and Creativity | | | | | | | 10 | Internal Entrepreneurship | | | | | | | 11th | Family Businesses | | | | | | | 12 | Social Entrepreneurship | | | | | | | 13 | Strategic Entrepreneurship | | | | | | | 14 | Entrepreneurship and Culture | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Arikan, S. (2004). *Entrepreneurship basic concepts and some current issues* . Istanbul, Political Bookstore.  Small, O. (2007). *Entrepreneurship and* *small business management* . Anakara, Seçkin Publishing  Aydinlik, I. A. (2015). *Entrepreneurship* . Istanbul University Open and Distance Education Lecture Notes, Istanbul. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | | **LO1** | - | | - | - | | - | - | | one | one | | 5 | 2 | | 2 | | **LO2** | - | | - | - | | - | - | | one | one | | 5 | 2 | | 2 | | **LO3** | - | | - | - | | - | - | | one | one | | 5 | 2 | | 2 | | **LO4** | - | | - | - | | - | - | | one | one | | 5 | 2 | | 2 | | **LO5** | - | | - | - | | - | - | | one | one | | 5 | 2 | | 2 | | **REVENGE: Learning Outputs OP: 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** | - | - | - | - | - | one | one | 5 | 2 | 2 | |