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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 university students to the concept of business plan before starting their professional life 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;  1- Understand the concept of entrepreneurship as a whole.  2- Explain the role of small and medium-sized enterprises in the economy.  3- Apply different concepts to new business establishment and development.  4- Understand the concept of business plan as a whole.  5-Reports the problems and solution proposals of small businesses in Turkey. | | | | | | | Course Content | This course includes entrepreneurship, its definition and history, characteristics of the entrepreneur starting a new business, buying an existing business, franchise **,** small business establishment issues, business plan, causes of success and failure in small businesses, entrepreneurship and innovation, intrapreneurship, family businesses, social entrepreneurship, gender factor in entrepreneurship, entrepreneurship and leadership, 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 | Concession Right **(** Franchising) | | | | | | | 5 | Small Business Establishment Issues | | | | | | | 6 | Business plan | | | | | | | 7 | Reasons for Success and Failure in Small Business | | | | | | | 8 | Entrepreneurship and Innovation | | | | | | | 9 | Internal Entrepreneurship | | | | | | | 10 | Family Businesses | | | | | | | 11th | Social Entrepreneurship | | | | | | | 12 | Gender Factor in Entrepreneurship | | | | | | | 13 | Entrepreneurship and Leadership | | | | | | | 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** |  |  | | --- | | Aydınlık Ü, A. (2015). *Entrepreneurship,* Istanbul University Press.  Arikan, S. (2004). *Entrepreneurship Basic Concepts and Some Current Issues* , Political Bookstore.  Small, O. (2007). *Entrepreneurship and Small Business Management* , Seçkin Publishing, Ankara. | | **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** | 2 | | 2 | one | | - | one | | one | - | | 2 | 3 | | 4 | | **LO2** | 2 | | 2 | one | | - | one | | one | - | | 2 | 3 | | 4 | | **LO3** | 2 | | 2 | one | | - | one | | one | - | | 2 | 3 | | 4 | | **LO4** | 2 | | 2 | one | | - | one | | one | - | | 2 | 3 | | 4 | | **LO5** | 2 | | 2 | one | | - | one | | one | - | | 2 | 3 | | 4 | | **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 | 2 | 2 | one | - | one | one | - | 2 | 3 | 4 | |