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| |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **Course title** | | | **Code** | **semester** | **T+U** | **credit** | **ECTS** | | **Entrepreneurship** | | |  | 3 | 2+1 | 2,5 | 4 | | Prerequisite Courses | |  | | | | | | | Language of the Course | | Turkish | | | | | | | Type of Course | | Compulsory | | | | | | | Course Coordinator | |  | | | | | | | Instructor | |  | | | | | | | Course Assistants | |  | | | | | | | The aim of lesson | | To be able to comprehend the emergence of the entrepreneur and the methods of the entrepreneur's success in business life, to comprehend the businesses and their roles in the economy. | | | | | | | Course Learning Outcomes | | 1. Explain the basic concepts of entrepreneurship. 2. Knows the concepts of creativity, innovation and entrepreneurship and the relationship between them. 3. Business modeling knowledge and skills 4. Knows the establishment process of businesses. 5. Have knowledge about franchising 6. Have knowledge about entrepreneurship and entrepreneurship climate. | | | | | | | Course Content | | It gives information about the basic talk of entrepreneurship. The business model includes design in entrepreneurship, entrepreneurial climate, franchising, business establishment, digital entrepreneurship. | | | | | | | **Weeks** | **Topics** | | | | | | | | 1 | The concept of entrepreneurship, its types | | | | | | | | 2 | Economic, social and cultural foundations of entrepreneurship | | | | | | | | 3 | Business model | | | | | | | | 4 | Entrepreneurship processes and business idea | | | | | | | | 5 | design in entrepreneurship | | | | | | | | 6 | design in entrepreneurship | | | | | | | | 7 | Entrepreneurial climate | | | | | | | | 8 | Entrepreneurship culture, the effect of culture on entrepreneurship | | | | | | | | 9 | Franchising concept | | | | | | | | 10 | Franchise selection and research of potential franchisees | | | | | | | | 11 | Starting a business | | | | | | | | 12 | Reasons for failure and closure of the enterprise | | | | | | | | 13 | digital entrepreneurship | | | | | | | | 14 | An overview | | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Ürper, Y. (Ed.) (2012), Girişimcilik ve İş Kurma, Eskişehir, Anadolu Üniversitesi Yayını |  |  | | --- | | **Evaluation System** | | It will be stated in the syllabus announced at the beginning of the academic term in accordance with the Harran University Associate and Undergraduate Regulations. |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | |  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | | **LO1** | 5 | - | - | - | - | - | - | - | 5 | - |  | | **LO2** | 5 | - | - | - | - | - | - | - | 5 | - |  | | **LO3** | 5 | - | - | - | - | - | - | - | 5 | - |  | | **LO4** | 5 | - | - | - | - | - | - | - | 5 | - |  | | **LO5** | 5 | - | - | - | - | - | - | - | 5 | - |  | | **LO6** | 5 | - | - | - | - | - | - | - | 5 | - |  | | **LO: Learning Outcomes OP: Program Outcomes** | | | | | | | | | | | | | **Contribution Level** | | **1 Very Low** | | **2 Low** | **3 Medium** | | | **4 High** | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | | **Entrepreneurship** | 5 | - | - | - | - | - | - | - | 5 | - |  | |