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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Girişimcilik** | |  |  | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | MYO Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Girişimciliği teşvik etmek ve bir iş fikrinin başarılı bir işe dönüşmesi süreçlerini yönetebilme yetisi kazandırmak. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Girişimcinin belli başlı kişilik özelliklerini tanımlar 2. Bir işletme kurma kararını verirken bir girişimcinin nasıl hareket ettiğini değerlendirir 3. Girişimciliği destekleyen ve zorlayan etkenleri açıklar 4. Bir iş fikrini hayata geçirebilme süreçlerini bilir. | | | | | | | Dersin İçeriği | Girişimcilik kavramları, girişimcilik fikirleri ve becerileri. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Girişimciliğin önemi ve temel kavramlar | | | | | | | 2 | Girişimci özellikleri | | | | | | | 3 | İşletme türleri | | | | | | | 4 | İş fikrinin geliştirilmesi | | | | | | | 5 | Girişimcilikte yaratıcı fikirlerin geliştirilmesi | | | | | | | 6 | İş modelleri | | | | | | | 7 | Pazar araştırması ve pazarlama planı | | | | | | | 8 | Üretim planlama | | | | | | | 9 | Yönetim planı | | | | | | | 10 | İş melekleri ve girişim destekleri | | | | | | | 11 | Finans planı | | | | | | | 12 | İş planı yazılması | | | | | | | 13 | Girişimlerde başarısızlık nedenleri | | | | | | | 14 | Başarılı girişim örnekleri | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Döm Tomak, S., (2017), Girişimcilik Teori, Süreç ve Uygulama, Ankara, Detay Yayıncılık  KOSGEB uygulamalı girişimcilik eğitimi | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 2 | | 2 | 1 | | 3 | 3 | | 3 | 1 | | 2 | 1 | | 2 | 1 | | **ÖÇ2** | 3 | | 2 | 1 | | 5 | 2 | | 4 | 1 | | 2 | 1 | | 2 | 1 | | **ÖÇ3** | 3 | | 2 | 1 | | 5 | 2 | | 4 | 1 | | 2 | 1 | | 2 | 1 | | **ÖÇ4** | 3 | | 2 | 1 | | 5 | 2 | | 4 | 1 | | 2 | 1 | | 2 | 1 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Girişimcilik | 3 | 2 | 1 | 5 | 2 | 4 | 1 | 2 | 1 | 2 | 1 | |