Course Syllabus

Code - Course Title	**İŞL479 - Applied Entreprenneurship**
Course Type	VII. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROF. DR. ENES EMRE BAŞAR

Mode of Delivery	Face to face
Prerequisites	N/A
Courses Recomended	There is no recommended optional program component for this course.
Recommended Resources	Girişimcilik AÖF Yayınları, (2013) Editör: Y.Ürper. Anadolu Üniversitesi. Eskişehir.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Entrepreneurship: Basic concepts	
Week - 2		Entrepreneurship Climate: Economic Perspective	
Week - 3		Finding Opportunities and Creating Idea: Theory and Applications	
Week - 4		Finding Opportunities and Creating Idea: Theory and Applications	
Week - 5		Feasibility Studies	
Week - 6		Industry and Competition Analysis	
Week - 7		Marketting Plan and Applications in Business Plan	
Week - 8		Production Plan and Applications in Business Plan	
Week - 9		Management Plan and Applications in Business Plan	
Week - 10		Financial Plan and Applications in Business Plan	
Week - 11		Developing a Business Model	
Week - 12		Venture Finance	
Week - 13		Marketting for Startups	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Franchising and Business Buyout	

Learning Outcomes

#	Learning Outcome
1	Define the concept and types of entrepreneurship with special reference to the development of entrepreneurial theory
2	Develop awareness about the ways to develop individual and organizational innovativeness and creativity
3	Differentiate the basic management priciples and problems of small businesses from large firms
4	Develop a comprehensive and well structured business plan for a new venture
5	Develop awarness about the institutionalization process of newly established firms

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.