## Course Syllabus

| | |
|---|---|
| **Code - Course Title** | **İŞL541 - Entrepreneurship Theory and Applications** |
| **Course Type** | I. SEMESTER |
| **Laboratory + Practice** | 3+0 |
| **ECTS** | **6.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | DOÇ. DR. GÜZİN KIYIK KICIR |

| | |
|---|---|
| **Mode of Delivery** | The mode of delivery of this course is Face to face |
| **Prerequisites** | There is no prerequisite or co-requisite for this course. |
| **Courses Recomended** | There is no recommended optional programme component for this course. |
| **Work Placement** | N/A |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Business, Entrepreneurship and Management: Foundations of Entrepreneurship | |
| **Week - 2** | | Development of Entrepreneurship, Economy and Entrepreneurship and its effect of economy | |
| **Week - 3** | | Entrepreneurship Theories and Analysis | |
| **Week - 4** | | Micro Entrepreneurship Processes | |
| **Week - 5** | | Types of Entrepreneurship, Women Entrepreneurs, World Entrepreneurship Index and Its Analysis | |
| **Week - 6** | | Analysis of Business Fields: Sources of Business Idea and Ways of Finding It | |
| **Week - 7** | | Creativity, Innovation | |
| **Week - 8** | | Marketing Plan | |
| **Week - 9** | | Production Plan | |
| **Week - 10** | | Management and Organization Plan | |
| **Week - 11** | | Mid-Term Examination | |
| **Week - 12** | | Financial Plan | |
| **Week - 13** | | Visit to a Local Entrepreneur | |
| **Week - 14** | | Analysis of Observations, discussion and evaluation | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | Designs marketing plan. |
| 2 | Designs production plan. |
| 3 | Designs management and organization plan. |
| 4 | Designs financial management plan. |
| 5 | Conducts feasibility analysis for the business ideas and decides on further investments. |

## 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.*

| Assessment Method and Passing Requirements | Quamtity | Percentage (%) |
|---|---|---|
| 1.Midterm Exam | 1 | 40 |
| Final Exam | 1 | 60 |
| | **Sum (%)** | **100** |