Course Syllabus

Code - Course Title	**İŞY202U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	B.Tuğberk Tosunoğlu

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no recommended courses.
Recommended Resources	Anadolu Üniversitesi, Açıköğretim Fakültesi (2019). İş Planı, Eskişehir.
Work Placement	Not Applicable

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Business Establishment Process	
Week - 2		Business Plan	
Week - 3		Business Environment Factors in the Business Plan	
Week - 4		Market Analysis in the Business Plan	
Week - 5		Concept of Marketing Plan	
Week - 6		Stages of the Marketing Plan	
Week - 7		Midterm Exam	
Week - 8		Production Plan	
Week - 9		Management Planı	
Week - 10		Importance of Finance Plan in Business Plan	
Week - 11		Stages of the Finance Plan	
Week - 12		Risk Analysis	
Week - 13		Evaluation of the Business Plan	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Defines the basic concepts of business start-up process and business plan
2	Explains market analysis
3	Defines the functions of the marketing plan
4	Defines the functions of the management plan
5	Defines the functions of the finance plan
6	Defines risk analysis

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	30
Final Exam	1	70
	Sum (%)	**100**