

## GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	Entrepreneurship / Entrepreneurship	
Ders Kodu / Course Code	EISL507	
Ders Türü / Course Type		
Ders Seviyesi / Course Level	Master with Thesis / Master with Thesis	
Ders Akts Kredi / ECTS	6.00	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	3.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	0.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	1	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language	English / English	
Ön Koşulu Olan Ders(ler) / Precondition Courses	none	None
Amacı / Purpose	The aim of this course is to introduce students to the concept of entrepreneurship, enhance their entrepreneurial skills, and teach them how to generate innovative ideas and successfully manage businesses.	The aim of this course is to introduce students to the concept of entrepreneurship, enhance their entrepreneurial skills, and teach them how to generate innovative ideas and successfully manage businesses.
İçeriği / Content	The aim of this course is to introduce students to the concept of entrepreneurship, enhance their entrepreneurial skills, and teach them how to generate innovative ideas and successfully manage businesses.	The aim of this course is to introduce students to the concept of entrepreneurship, enhance their entrepreneurial skills, and teach them how to generate innovative ideas and successfully manage businesses.
Önerilen Diğer Hususlar / Recommended Other Considerations	none	none
Staj Durumu / Internship Status	none	None
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading	<p>1Hisrich, R.D., Peters, M.P., &amp; Shepherd, D.A. (2019). Entrepreneurship (Turkish edition). Pearson Yayıncılık.</p> <p>2Kuratko, D.F. (2020). Entrepreneurship: Theory, Process, and Practice. Cengage Learning.</p> <p>3Baron, R.A. (2018). Entrepreneurship: The Essentials. Pearson Education.</p> <p>4Drucker, P.F. (2014). Innovation and Entrepreneurship: Practice and Principles. Harper Business.</p>	<p>1Hisrich, R.D., Peters, M.P., &amp; Shepherd, D.A. (2019). Entrepreneurship (Turkish edition). Pearson Yayıncılık.</p> <p>2Kuratko, D.F. (2020). Entrepreneurship: Theory, Process, and Practice. Cengage Learning.</p> <p>3Baron, R.A. (2018). Entrepreneurship: The Essentials. Pearson Education.</p> <p>4Drucker, P.F. (2014). Innovation and Entrepreneurship: Practice and Principles. Harper Business.</p>

Öğretim Üyesi (Üyeleri) / Faculty Member (Members)		
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### ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	Understand the concept and basic principles of entrepreneurship.	Understand the concept and basic principles of entrepreneurship.
2	Develop entrepreneurial skills and behaviors.	Develop entrepreneurial skills and behaviors.
3	Develop the ability to generate business ideas, prepare business plans, and start a new venture.	Develop the ability to generate business ideas, prepare business plans, and start a new venture.
4	Manage business resources and sustain business operations.	Manage business resources and sustain business operations.
5	Understand and apply topics such as business growth, innovation, and sustainability in entrepreneurship.	Understand and apply topics such as business growth, innovation, and sustainability in entrepreneurship.

### HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
1	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Concept and Importance of Entrepreneurship				
	Concept and Importance of Entrepreneurship				
2	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Characteristics of Entrepreneurs and Successful Entrepreneurs				
	Characteristics of Entrepreneurs and Successful Entrepreneurs				
3	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Business Idea Generation and Evaluation				
	Business Idea Generation and Evaluation				
4	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Market Research and Identification of Target Audience				
	Market Research and Identification of Target Audience				
5	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Business Plan Development and Business Model Innovation				
	Business Plan Development and Business Model Innovation				

6	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Financial Resources and Venture Capital				
	Financial Resources and Venture Capital				
7	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Marketing Strategies and Sales Management				
	Marketing Strategies and Sales Management				
8	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Operational Planning and Resource Management				
	Operational Planning and Resource Management				
9	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Human Resource Management and Team Building				
	Human Resource Management and Team Building				
10	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Innovation and Technology Management				
	Innovation and Technology Management				
11	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Risk Management and Crisis Management				
	Risk Management and Crisis Management				

12	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Growth Strategies and Internationalization				
	Growth Strategies and Internationalization				
13	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Social Entrepreneurship and Sustainability				
	Social Entrepreneurship and Sustainability				
14	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Presentation Skills and Preparation of Job Applications				
	Presentation Skills and Preparation of Job Applications				
15	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Final Exam				
	Final Exam				

## DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Ara Sınav / Midterm Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		40

  

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Final Sınavı / Final Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		60

  

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:		100
Değerlendirme Tipi / Evaluation Type:		

## İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yüğü (Saat) / Total Work Load (Hour)
Ara Sınav / Midterm Examination	1	75.00	75.00
Final Sınavı / Final Examination	1	75.00	75.00
Toplam / Total:	2	150.00	150.00
Dersin AKTS Kredisi = Toplam İş Yüğü (Saat) / 25.00 (Saat/AKTS) = 150.00/25.00 = 6.00 ~ 6.00 / Course ECTS Credit = Total Workload (Hour) / 25.00 (Hour / ECTS) = 150.00 / 25.00 = 6.00 ~ 6.00			

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes														
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11	1.1.12	1.1.13	1.1.14	1.1.15
1.Understand the concept and basic principles of entrepreneurship. / Understand the concept and basic principles of entrepreneurship.	5	5	5	5	4	4	4	5	5	5	4	4	5	5	4
2.Develop entrepreneurial skills and behaviors. / Develop entrepreneurial skills and behaviors.	4	4	5	5	5	4	5	4	5	5	5	5	5	4	4
3.Develop the ability to generate business ideas, prepare business plans, and start a new venture. / Develop the ability to generate business ideas, prepare business plans, and start a new venture.	4	4	5	4	4	4	4	5	4	5	5	5	5	5	5
4.Manage business resources and sustain business operations. / Manage business resources and sustain business operations.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5.Understand and apply topics such as business growth, innovation, and sustainability in entrepreneurship. / Understand and apply topics such as business growth, innovation, and sustainability in entrepreneurship.	4	4	5	5	4	5	4	4	4	4	4	4	4	4	4

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high