

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Entrepreneurship	MAN 311	5	3 + 0	3	5

<b>Prerequisites</b>	-
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<b>Language of Instruction</b>	German
<b>Course Level</b>	Bachelor's Degree (First Cycle Programmes)
<b>Course Type</b>	Elective
<b>Course Coordinator</b>	Staff
<b>Instructors</b>	Assoc. Prof. Süreyya Yılmaz
<b>Assistants</b>	
<b>Goals</b>	The course addresses entrepreneurship fundamentals and processes, perceiving entrepreneurship opportunities, valuing the feasibility of a new business, and the skill to prepare entrepreneurship plans such as marketing and production.
<b>Content</b>	The importance of entrepreneurship, various forms of entrepreneurship, the process of beginning an entrepreneurship, marketing and production processes.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Learn balance sheet accounts	4,5	1,2,3	A,C
2) Learn income statement accounts	1,3,19	1,2,3	A,C
3) Have information regarding to inventory and valuation	10,13	1,2,3	A,C
4) Be able to make inventory and valuation of balance sheet accounts	5,7	1,2,3	A,C
5) Learn to prepare basic financial statements	6,9	1,2,3	A,C

<b>Teaching Methods:</b>	1: Lecture, 2: Question-Answer, 3: Discussion
<b>Assessment Methods:</b>	A: Testing, B: Homework

<b>COURSE CONTENT</b>
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<b>Week</b>	<b>Topics</b>	<b>Study Materials</b>
1	Entrepreneurship Fundamentals	
2	Importance of Entrepreneurship	
3	The Advancement of Entrepreneur Culture	
4	Various Forms of Entrepreneurship	
5	Varieties of Entrepreneurs	
6	Qualities of Successful Entrepreneurs	
7	MIDTERM	
8	Success and Failure in Entrepreneurship	
9	The Process of Entrepreneurship	
10	Research in Feasibility Studies (General Framework)	
11	Market Research	
12	Preparation of a Marketing Plan	
13	Writing and Presenting a Marketing Plan	
14	Production Research	
15	Course Studies	
16	FINAL	

#### **RECOMMENDED SOURCES**

<b>Textbook</b>	
<b>Additional Resources</b>	

#### **MATERIAL SHARING**

<b>Documents</b>	Scripts and course studies
<b>Assignments</b>	Every student is required to make presentations on the process of establishing a business within different sectors.
<b>Exams</b>	

#### **ASSESSMENT**

<b>IN-TERM STUDIES</b>	<b>NUMBER</b>	<b>PERCENTAGE</b>
Mid-terms	1	70

Quizzes	1	10
Assignment	1	20
<b>Total</b>		<b>100</b>
<b>CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE</b>		60
<b>CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE</b>		40
<b>Total</b>		<b>100</b>

<b>COURSE CATEGORY</b>	Expertise/Field Courses
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<b>COURSE'S CONTRIBUTION TO PROGRAM</b>						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.				X	
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.				X	
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.				X	
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.					X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.					X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.				X	
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.				X	
8	Students should be able to critically evaluate the knowledge in the area				X	

	of International Business Management, assess self-competency and direct self-learning efforts accordingly.					
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.				X	
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.					X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.				X	
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.				X	
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.					X
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.					X
15	Students should use effectively widespread and valid information technologies in their field.				X	
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.				X	
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.				X	
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.					X
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.					X
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.					X

<b>ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION</b>			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	3	48
Mid-terms	1	3	3
Quiz	2	6	12
Homework	1	3	3
Final examination	1	10	10
<b>Total Work Load</b>			124
<b>Total Work Load / 25 (h)</b>			4.96
<b>ECTS Credit of the Course</b>			5