

| Course Code | Course Name | Teorical | Practice | Laboratory | Credits | ECTS |
|---|--|----------|----------|------------|---------|------|
| BA306 | ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT | 2.00 | 0.00 | 0.00 | 3.00 | 3.00 |
| Course Detail | | | | | | |
| Course Language | : English | | | | | |
| Qualification Degree | : Bachelor | | | | | |
| Course Type | : Compulsory | | | | | |
| Preconditions | : Not | | | | | |
| Objectives of the Course | : It is intended the students to learn basic concepts about entrepreneurship, characteristics of successful entrepreneurs, the entrepreneurial process and to apply this knowledge especially in marketplace. | | | | | |
| Course Contents | : Basic concepts, characteristics of entrepreneurs, entrepreneurship's importance, the entrepreneurship process: decision to become an entrepreneur, developing successful business ideas, moving from an idea to an entrepreneurial firm, managing and growing an entrepreneurial firm | | | | | |
| Recommended or Required Reading | : Bruce R. Barringer and R. Duane Ireland, "Entrepreneurship: Successfully Launching New Ventures", Fourth Edition, Pearson. William M. Pride, "Foundations of Business", Third Edition, Mason, OH: Cengage. Louis E. Boone and David L. Kurtz, "Contemporary Business", Fourteenth Edition, John Wiley. | | | | | |
| Planned Learning Activities and Teaching Methods | : Lectures, class discussions and presentations | | | | | |
| Recommended Optional Programme Components | : - | | | | | |
| Instructors | : Dr. Öğr. Üyesi Şevket Onur Kalkan | | | | | |
| Instructor's Assistants | : - | | | | | |
| Presentation Of Course | : - | | | | | |
| En Son Güncelleme Tarihi: | : | | | | | |

Course Outcomes

Upon the completion of this course a student :

- 1 To learn basic knowledge about entrepreneurship field
- 2 To analyze encountered problems in the context of entrepreneurship
- 3 To offer solutions related to the problems about entrepreneurship
- 4 To integrate the knowledge about entrepreneurship with different functions of business administration such as management, finance and marketing
- 5 To put the theoretical information about entrepreneurship into practice

Preconditions

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| Weekly Contents | | | | | | |
|-----------------|---|-----------------|-------------------|-------------------------|-------------------------|---------------------------------|
| | Teorical | Practice | Laboratory | Preparation Info | Teaching Methods | Course Learning Outcomes |
| 1.Week | *Presentation of the course: Explanation of the course in the context of its objective, learning outcomes, content, weekly topics and assessment criteria | | | | | |
| 2.Week | *INTRODUCTION TO ENTREPRENEURSHIP a) What is entrepreneurship? b) Characteristics of successful entrepreneurs c) Importance of entrepreneurship | | | | | |
| 3.Week | *READING AND SUMMARIZING A SCIENTIFIC ARTICLE Gartner, William B. (1985). "A Conceptual Framework for Describing the Phenomenon of New Venture Creation", Academy of Management Review, 10(4), 696-706. | | | | | |
| 4.Week | *a) Cases (1-RunKeeper and 2-Aquaflow Bionomic Corporation) b) A Short Film (About a Successful Entrepreneur) | | | | | |
| 5.Week | *ENTREPRENEURSHIP PROCESS (1- Developing successful business ideas) Recognizing opportunities and generating ideas | | | | | |
| 6.Week | *a) Cases (1-ScriptPad and 2-Creative Conversion Factory) b) Seminar (About Patents) | | | | | |
| 7.Week | *ENTREPRENEURSHIP PROCESS (1- Developing successful business ideas) Writing a business plan | | | | | |
| 8.Week | *MIDTERM EXAM | | | | | |
| 9.Week | *READING AND SUMMARIZING A SCIENTIFIC ARTICLE Matlay, Harry (2005). "Researching Entrepreneurship and Education, Education + Training, 47(8/9), 665-677. | | | | | |
| 10.Week | *ENTREPRENEURSHIP PROCESS (2- Moving from an idea to an entrepreneurial firm) Management Plan a) Creating a New Venture Team b) Leadership | | | | | |
| 11.Week | *ENTREPRENEURSHIP PROCESS (3- Managing and Growing an Entrepreneurial Firm) Marketing Plan a) Selecting a market and establishing a position b) The 4Ps of marketing for new ventures | | | | | |
| 12.Week | *a) Cases (1-Kazoo Toys and 2-d.light) b) To be Examined of a Business Plan Example | | | | | |
| 13.Week | *READING AND SUMMARIZING A SCIENTIFIC ARTICLE Bruton, Garry D.; Ahlstrom, David and Obloj, Krzysztof (2008). "Entrepreneurship in Emerging Economies: Where Are We Today and Where Should the Research Go in the Future", Entrepreneurship and Practice, January, 1-14. | | | | | |
| 14.Week | *A DISCUSSION ABOUT IMPORTANCE OF ENTREPRENEURSHIP Student groups will discuss the issue related to importance of entrepreneurship in the context of economical and social conditions. | | | | | |
| 15.Week | *GENERAL REPETITION | | | | | |

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| 1 Final : 60.000 |
| 2 Mdterms : 40.000 |

| ECTS Workload | | | |
|---|-------|------------|-----------------------------------|
| Activities | Count | Time(Hour) | Sum of Workload |
| Vize / Midterms | 1 | 1.00 | 1.00 |
| Final / Final | 1 | 2.00 | 2.00 |
| Derse Katılım / Attending lectures | 14 | 3.00 | 42.00 |
| Ders Sonrası Biresysel Çalışma / Individual study after lecture | 14 | 1.00 | 14.00 |
| Ara Sınav Hazırlık / Preparation for midterm | 1 | 15.00 | 15.00 |
| Final Sınavı Hazırlık / Preparation for final | 1 | 30.00 | 30.00 |
| | | | Total : 104.00 |
| | | | Sum of Workload / 30 (Hour) : 3 |
| | | | ECTS : 3.00 |

| Program And OutcomeRelation | | | | | | | | | | | |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| | P.O. 1 | P.O. 2 | P.O. 3 | P.O. 4 | P.O. 5 | P.O. 6 | P.O. 7 | P.O. 8 | P.O. 9 | P.O. 10 | P.O. 11 |
| L.O. 1 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 5 | 0 | 5 | 0 |
| L.O. 2 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 5 | 0 | 5 | 0 |
| L.O. 3 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 5 | 0 | 5 | 0 |
| L.O. 4 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 5 | 0 | 5 | 0 |
| L.O. 5 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 5 | 0 | 5 | 0 |