

COURSE RECORD

Code	BA 457
Name	Applied Entrepreneurship
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Type	Elective
Prerequisites	-
Description	The aim of the course is to increase the entrepreneurship skills of the students and enable them to realize their innovative ideas. Within the scope of the course, students will be informed about the project cycle approach, business plan preparation, and funding sources. In addition, students will learn the importance of teamwork, networking, and cooperation.
Objectives	Allowing students to learn and apply entrepreneurship skills. Allowing students to learn how to develop innovative business ideas. Allowing students to learn the project cycle management approach and other necessary skills.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Develop their entrepreneurial skills and learn how to implement their ideas. LO2. Demonstrate knowledge about the project cycle management approach. LO3. Demonstrate knowledge about how to prepare a business plan and funding sources for entrepreneurs. LO4. Demonstrate knowledge about the institutions and mechanisms that serve entrepreneurs. LO5. Demonstrate knowledge about the importance of teamwork, cooperation, and networking. LO6. Demonstrate knowledge about startup law and the accounting process.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	3	4	4	3	1	2	1	4	2
LO2	4	3	3	2	1	1	2	1	4	2
LO3	5	4	5	2	2	2	2	1	4	4
LO4	4	4	5	2	1	1	5	1	1	4
LO5	4	4	3	2	5	5	2	1	1	2
LO6	5	4	3	2	2	2	3	1	1	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	4	5	2	3	4	5	3
LO2	2	2	3	3	3	3	2
LO3	3	3	3	3	3	3	3
LO4	2	2	2	2	2	2	2
LO5	3	3	3	4	5	4	3
LO6	3	2	2	2	2	2	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Course introduction	L01, L02
What does entrepreneurship mean? Who is an entrepreneur? Which skills do an entrepreneur need?	L01
Innovation and R&D based Entrepreneurship	L01
Teamwork, cooperation, networking and its importance for entrepreneurs	L01, L06

How to write a project: Project Cycle Management Approach and Funding Opportunities, Venture funding options	L01, L02, L04
Finding Innovative Ideas, Creating aims, targets and business timeline	L01, L04, L05
Intellectual Property Rights and Quality Process, Certificates Marketing and Commercialization	L01, L06
How can I open a company? (Processes, Laws, Accountant Process) Where should open my company?	L01
Preparing Business Canvas	L01
Preparing creative presentations	L03, L0,4 L05

DERS BİLGİLERİ

Kodu	BA 457
İsmi	Uygulamalı Girişimcilik
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Dersin amacı öğrencilerin girişimcilik becerilerini arttırmak ve inovatif fikirlerini hayata geçirmelerini sağlamaktır. Ders kapsamında öğrencilere proje döngüsü yaklaşımı, iş planı hazırlama, fon kaynakları konularında bilgiler verilecektir. Ayrıca öğrenciler ders kapsamında takım çalışması, ağ kurma, iş birliği konularının önemini öğrenecektir.