

COURSE RECORD

Code	BA 457
Name	Applied Entrepreneurship
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Fall
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, 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 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 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 importance of teamwork, cooperation, network LO6: Demonstrate knowledge about startup law and accounting process

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	3	4	4	3	1	2	1	4	2
L02	4	3	3	2	1	1	2	1	4	2
L03	5	4	5	2	2	2	2	1	4	4
L04	4	4	5	2	1	1	5	1	1	4
L05	4	4	3	2	5	5	2	1	1	2
L06	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

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	L01, L06
Marketing and Commercialization	

How can I open a company? (Processes, Laws, Accountant Process) Where should open my company?	L01
Preparing Business Canvas	L01, L07
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
Dönem	Güz
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.