

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

## Course Introduction and Application Information

Course Code:	UNI157		
Course Name:	Entrepreneurship and marketing		
Semester:	Spring Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF- EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div>		
Mode of Delivery:	Face to face		
Course Coordinator:	Dr. YALÇIN YAMAN DURUSOY		
Course Lecturer(s):	Yaman Durusoy		
Course Assistants:			

## Course Objective and Content

Course Objectives:	after graduation, students will step into real life, learn basic entrepreneurship, marketing classification and properties.
Course Content:	The course will be explained and followed from the prepeared booklet. In the general classroom eviroment, questions, answers and discussions will be studied, participation in the course will be

## Learning Outcomes

The students who have succeeded in this course;

- 1) To be able to perceive multi-dimensional in the context of critical thinking concept
- 2) Problem solving and self-expression after proactive participation
- 3) Understanding the limits of entrepreneurship
- 4) What does entrepreneurship and marketing mean
- 5) To have knowledge about the realities of business life with the knowledge learned

## Course Flow Plan

Week	Subject	Related Preparation
1)	Food industry overview	
2)	Entrepreneurship concept	
3)	Entrepreneurship and business	
4)	Entrepreneurship in the food market	
5)	The concept of marketing in entrepreneurship	
6)	Marketing management and planning	
7)	General evaluation	
8)	Midterm Exam	
9)	Consumer markets and behavior and promotion decisions	
10)	Product planning and development	
11)	International marketing and new developments	
11)	International marketing and new developments	
12)	Efficiency factor in entrepreneurship and marketing	
13)	Total quality management and productivity relationship	
14)	Final exam	

## Sources

Course Notes / Textbooks:	<p>Bulduk, S., (2002), Gıda Teknolojisi, Detay Yayıncılık, Ankara</p> <p>Ertugut, R., (2012), Toplam Kalite Yönetimi ve Liderlik, Seçkin Yayıncılık, Ankara</p>
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	Akdemir, A., (2012), İşletmeciliğin Temel Bilgileri, Ekin Yayıncılık, Bursa Mucuk, İ., (2010), Pazarlama İlkeleri, Türkmen Kitapevi, İstanbul Çetin, C., (1996), Yeniden Yapılanma ve Girişimcilik, Der Yayınları, İstanbul
References:	Bulduk, S., (2002), Gıda Teknolojisi, Detay Yayıncılık, Ankara Ertugut, R., (2012), Toplam Kalite Yönetimi ve Liderlik, Seçkin Yayıncılık, Ankara Akdemir, A., (2012), İşletmeciliğin Temel Bilgileri, Ekin Yayıncılık, Bursa Mucuk, İ., (2010), Pazarlama İlkeleri, Türkmen Kitapevi, İstanbul Çetin, C., (1996), Yeniden Yapılanma ve Girişimcilik, Der Yayınları, İstanbul

### Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.					
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.					
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.					
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.					
5) can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.					
6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.					
7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.					
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.					
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the					

individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics. <b>Course Learning Outcomes</b>	1	2	3	4	5
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.					
11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.					
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.					
13) can collect health data, analyze them, present them in summary, and prepare forensic reports.					
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.					
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.					
16) knows health policies and is able to evaluate their effects in the field of application.					
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.					
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.					

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	

2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
8)	knows the clinical decision-making process, evidence-based medicine practices and current approaches.	
9)	knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	
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16)	knows health policies and is able to evaluate their effects in the field of application.	
17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	
18)	applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.	

### Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Midterms	1	% 40
Final	1	% 60
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 40
PERCENTAGE OF FINAL WORK		% 60
<b>total</b>		<b>% 100</b>

### Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42
Study Hours Out of Class	13	26
Presentations / Seminar	13	26
Homework Assignments	13	26
Midterms	1	2
Final	1	2
<b>Total Workload</b>		<b>124</b>