

Course Introduction and Application Information

Course Code:	UNI157				
Course Name:	Entrepreneurship and marketing				
Semester:	Spring				
Course Credits:	<table border="1"><tr><td>ECTS</td></tr><tr><td>5</td></tr></table>	ECTS	5		
ECTS					
5					
Language of instruction:	Turkish				
Course Condition:					
Does the Course Require Work Experience?:	No				
Type of course:	Departmental Elective				
Course Level:	<table border="1"><tr><td>Array</td><td>TR-NQF-HE:Array. Master`s Degree</td><td>QF- EHEA:Array</td><td>EQF-LLL:Array. Master`s Degree</td></tr></table>	Array	TR-NQF-HE:Array. Master`s Degree	QF- EHEA:Array	EQF-LLL:Array. Master`s Degree
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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 prepared booklet. In the general classroom environment, questions, answers and discussions will be studied, participation in the course will be 30%. Average score of passing: "60"

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
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- 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 faktor 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>Erturgut, R., (2012), Toplam Kalite Yönetimi ve Liderlik, Seçkin Yayıncılık, Ankara</p> <p>Akdemir, A., (2012), İşletmeciliğin Temel Bilgileri, Ekin Yayıncılık, Bursa</p> <p>Mucuk, İ., (2010), Pazarlama İlkeleri, Türkmen Kitapevi, İstanbul</p> <p>Çetin, C., (1996), Yeniden Yapılanma ve Girişimcilik, Der Yayınları, İstanbul</p>
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Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

Program Outcomes	Level of Contribution

Assessment & Grading

Değerlendirme Yöntemleri ve Kriterleri	Number of Activities	Level of Contribution
Midterms	1	% 40
Final	1	% 60
total		% 100

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
Total Workload		124