

Pharmacy (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI207		
Course Name:	Entrepreneurship		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. GÜLSÜM SAVCI		
Course Lecturer(s):	Gülsüm Savcı		
Course Assistants:			

Course Objective and Content

Course Objectives:	To develop the entrepreneurship potential of students and to give them the necessary process, research and knowledge to start their own business; to explain the factors that can make attempts successful and unsuccessful; to ensure that they master the business plan concept and its sub-elements and write a business plan with a real business idea at the end of the term.
Course	This course encompasses the definition and drives of entrepreneurship; entrepreneurship

Content:	process; functions of entrepreneurs, creativity, creativity concept; definition of innovation, sources of innovation, principles and process of innovation; intellectual property, brand, patent, license; business plan and presentation techniques. At the end of the topics, the students are supposed to write a business plan and present it.
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Learning Outcomes

The students who have succeeded in this course;

- 1) Explain the entrepreneur and related concepts and their relations.
- 2) Knows the difference between innovation and creativity
- 3) Knows different business models
- 4) Defines various types of entrepreneurship
- 5) Prepares a business plan

Course Flow Plan

Week	Subject	Related Preparation
1)	Basic Concepts: idea, inventor, invention, entrepreneur, entrepreneurship, manager, innovation and others	To be given in class.
2)	Creativity & Opportunity	weekly lecture notes on blackborad
3)	Feasability and its types	weekly lecture notes on blackborad
4)	Industry and Competitive Analysis	weekly lecture notes on blackborad
5)	Marka ve fikri mülkiyet	weekly lecture notes on blackborad
6)	Business Models	weekly lecture notes on blackborad
6)	Introduction to KOSGEB's Business Plan: Part 1 & Part2: General Information & The Features of Entrepreneurs and the Business	weekly lecture notes on blackboard
7)	Business Plan Part 3: Marketing Plan	weekly lecture notes on blackboard
8)	midterm week	
9)	Business Plan Part 4 & Part5: Production Plan & Management Plan	weekly lecture notes on blackboard
10)	Business Plan Part 6: Finance Plan	weekly lecture notes

		on blackboard
11)	Reading Week: Evaluating groups' business plans	
11)	Student Groups' Business Plan Presentations	
12)	Student Groups' Business Plan Presentations	
13)	Student Groups' Business Plan Presentations	
14)	Student Groups' Business Plan Presentations	
15)	final week	
16)	final week	

Sources

Course Notes / Textbooks:	<p>Entrepreneurship" by Robert D. Hisrich, Michael P. Peters, and Dean A. Shepherd, 11th Edition (2020), McGraw-Hill Education</p> <p>"Entrepreneurship: Successfully Launching New Ventures" by Bruce R. Barringer and R. Duane Ireland, 6th Edition (2023), Pearson</p>
References:	<p>Entrepreneurship" by Robert D. Hisrich, Michael P. Peters, and Dean A. Shepherd, 11th Edition (2020), McGraw-Hill Education</p> <p>"Entrepreneurship: Successfully Launching New Ventures" by Bruce R. Barringer and R. Duane Ireland, 6th Edition (2023), Pearson</p>

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) Applies and develops the universal and social dimensional effects of basic, professional and technological knowledge in the field of pharmacy as well as pharmacy practice interdisciplinary by following legal, deontological and ethical rules.					
2) Defines the terminology related to the pharmacy profession; solves problems , accesses scientific information in the field of pharmacy, after monitoring and evaluating the current literature, applies , communicates, shares by using information technologies effectively and efficiently.					
3) Uses theoretical and practical knowledge about the anatomical structure of the					

human body, the physiological working principles of systems, biochemical, Course Learning Outcomes immunological events in the organism and microorganisms.	1	2	3	4	5
4) Uses basic and advanced analytical techniques and methods by running qualitative/quantitative analyzes and interprets the findings by using appropriate statistical methods.					
5) Defines medicinal plants, herbal drugs and active substances; gains the skills for the development of natural products used for medical purposes.					
6) Applies patient-centered and individualized pharmaceutical care service together with other healthcare personnel within the framework of rational drug use by using the principles of clinical pharmacy, pharmacoeconomics, pharmacotherapy and phytotherapy.					
7) Knows the biological properties, structure-activity relationships, and metabolisms of drugs and gains the skill for the synthesise and development of new drug candidates.					
8) He/She is competent at formulations, production, stability, quality assurance, licensing, patent studies, legal regulations of products containing natural origin and / or synthetic active substances, advanced therapy medicinal products, radiopharmaceuticals and cosmetic products.					
9) Interprets the pharmacokinetic and pharmacodynamic properties of drugs, the factors that change their effect, their toxic effects, pharmacological activities and their risk assessment method. Reports the drug interactions and adverse drug reactions, monitors and applies the theoretical/practical knowledge for preventing them.					
10) As a health professional in his/her profession he/she acts as a caregiver, decision maker, communicator, manager, lifelong learner, instructor, leader and researcher, he/she complies with the principles of evidence-based pharmacy by making teamwork for the benefit of society, national and universal values.					
11) He/She works in various fields such as community pharmacy, hospitals, pharmaceutical medical devices, herbal products and cosmetics sectors, health institutions and agencies, clinical research organizations , universities and R&D centers.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Applies and develops the universal and social dimensional effects of basic, professional and technological knowledge in the field of pharmacy as well as pharmacy practice interdisciplinary by following legal, deontological and ethical rules.	
2)	Defines the terminology related to the pharmacy profession; solves problems , accesses scientific information in the field of pharmacy, after monitoring and evaluating the current literature, applies , communicates, shares by using information technologies effectively and efficiently.	
3)	Uses theoretical and practical knowledge about the anatomical structure of the human body, the physiological working principles of systems, biochemical, immunological events in the organism and microorganisms.	
4)	Uses basic and advanced analytical techniques and methods by running qualitative/quantitative analyzes and interprets the findings by using appropriate statistical methods.	
5)	Defines medicinal plants, herbal drugs and active substances; gains the skills for the development of natural products used for medical purposes.	
6)	Applies patient-centered and individualized pharmaceutical care service together with other healthcare personnel within the framework of rational drug use by using the principles of clinical pharmacy, pharmacoeconomics, pharmacotherapy and phytotherapy.	
7)	Knows the biological properties, structure-activity relationships, and metabolisms of drugs and gains the skill for the synthesise and development of new drug candidates.	
8)	He/She is competent at formulations, production, stability, quality assurance, licensing, patent studies, legal regulations of products containing natural origin and / or synthetic active substances, advanced therapy medicinal products, radiopharmaceuticals and cosmetic products.	
9)	Interprets the pharmacokinetic and pharmacodynamic properties of drugs, the factors that change their effect, their toxic effects, pharmacological activities and their risk assessment method. Reports the drug interactions and adverse drug reactions, monitors and applies the theoretical/practical knowledge for preventing them.	
10)	As a health professional in his/her profession he/she acts as a caregiver, decision maker, communicator, manager, lifelong learner, instructor, leader and researcher, he/she complies with the principles of evidence-based pharmacy by making teamwork for the benefit of society, national and universal values.	
11)	He/She works in various fields such as community pharmacy, hospitals, pharmaceutical medical devices, herbal products and cosmetics sectors, health institutions and agencies,	

clinical research organizations , universities and R&D centers.

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	4	% 20
Midterms	1	% 30
Final	1	% 50
total		% 100
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	56
Study Hours Out of Class	14	28
Presentations / Seminar	4	16
Midterms	2	15
Final	4	4
Total Workload		119