English Language and Literature (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:	ECTS 5
Language of instruction:	English
Course Condition:	
Does the Course Require Work Experience?:	No
Type of course:	University Elective
Course Level:	Bachelor / TR-NQF-HE:6. Master`s Degree / QF-EHEA:First Cycle / EQF-LLL:6. Master`s Degree
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.

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

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) Uses academic English language skills effectively.					
2) Knows the historical and cultural foundations of English Language and its developmental periods in detail.					
3) Knows the periods of English Literature in detail with its cultural and historical features.					
4) Evaluates the basic literary genres such as fiction (novel, story), theater and poetry according to their characteristics.					

Course Learning Outcomes	1	2	3	4	5
5) Can apply various analytical concepts and tools in literary theory to literary examples.					
6) Comprehends the modern language and linguistic theories in a comprehensive way.					
7) Can evaluate the important literary figures and works in American and world literature together with their cultural and historical features.					
8) Evaluates the history of world civilization from the cultural and historical perspective.					
9) To be able to translate English to Turkish and Turkish to English in different text types.					
10) Apply contemporary teaching methods and techniques related to teaching English as a foreign language.					
11) Develops course materials related to teaching English as a foreign language.					
12) Uses a second foreign language at B1 General Level at least according to the European Language Portfolio criterion.					
13) Uses information and communication technologies together with computer software at the basic level of European Computer Driving License.					
14) Applies basic research methods and theories of social sciences.					
15) Takes responsibilities by adopting fundamental universal values and developing a prudent, respectful, open to communication and learning attitude towards different language, race, gender, religion and social class groups.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Uses academic English language skills effectively.	
2)	Knows the historical and cultural foundations of English Language and its developmental periods in detail.	
3)	Knows the periods of English Literature in detail with its cultural and historical features.	

4)	Evaluates the basic literary genres such as fiction (novel, story), theater and poetry according to their characteristics.	
5)	Can apply various analytical concepts and tools in literary theory to literary examples.	
6)	Comprehends the modern language and linguistic theories in a comprehensive way.	
7)	Can evaluate the important literary figures and works in American and world literature together with their cultural and historical features.	
8)	Evaluates the history of world civilization from the cultural and historical perspective.	
9)	To be able to translate English to Turkish and Turkish to English in different text types.	
10)	Apply contemporary teaching methods and techniques related to teaching English as a foreign language.	
11)	Develops course materials related to teaching English as a foreign language.	
12)	Uses a second foreign language at B1 General Level at least according to the European Language Portfolio criterion.	
13)	Uses information and communication technologies together with computer software at the basic level of European Computer Driving License.	
14)	Applies basic research methods and theories of social sciences.	
15)	Takes responsibilities by adopting fundamental universal values and developing a prudent, respectful, open to communication and learning attitude towards different language, race, gender, religion and social class groups.	

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**