

International Trade and Business (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> <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> </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.
----------	--

## 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) Has a broad and interdisciplinary perspective on international business and trade by the use of social sciences and mathematics,					
2) Possess the knowledge and skills related to different functions and interactions of international business and trade.					
3) Possess the knowledge and skills to interpret the data, concepts and ideas in the field of international business and trade with scientific and technological methods.					
4) Use different theoretical approaches to understanding and solving various business and trade problems.					

Course Learning Outcomes	1	2	3	4	5
5) Explains the business of the countries with the requirements of international competition and interprets the functioning of the actors and regulatory structures in the international environment.					
6) Understands the value of developing new trade projects and generating strategies within international market needs.					
7) Solves complex business and global trade problems by using various statistical techniques and numerical methods and makes analyzes by using statistical programs effectively.					
8) Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.					
9) Develops teamwork, negotiation, leadership and entrepreneurship skills.					
10) Possess the knowledge of universal ethical values, social responsibility and sufficient legal and regulatory knowledge.					
11) Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.					
12) Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.					
13) Uses information and communication technologies together with computer software at the advanced level of European Computer Using License required by the field.					

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has a broad and interdisciplinary perspective on international business and trade by the use of social sciences and mathematics,	
2)	Possess the knowledge and skills related to different functions and interactions of international business and trade.	
3)	Possess the knowledge and skills to interpret the data, concepts and ideas in the field of international business and trade with scientific and technological methods.	

4)	Use different theoretical approaches to understanding and solving various business and trade problems.	
5)	Explains the competitiveness of the countries with the requirements of international competition and interprets the functioning of the actors and regulatory structures in the international environment.	
6)	Understands the value of developing new trade projects and generating strategies within international market needs.	
7)	Solves complex business and global trade problems by using various statistical techniques and numerical methods and makes analyzes by using statistical programs effectively.	
8)	Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	
9)	Develops teamwork, negotiation, leadership and entrepreneurship skills.	
10)	Possess the knowledge of universal ethical values, social responsibility and sufficient legal and regulatory knowledge.	
11)	Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.	
12)	Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.	
13)	Uses information and communication technologies together with computer software at the advanced level of European Computer Using License required by the field.	

## Assessment & Grading

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

**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
<b>Total Workload</b>		<b>119</b>