Industrial Engir	neering (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:	Entrepreneu	urship		
Semester:	Fall			
Course Credits:	ECTS			
	5			
Language of instruction:	English			
Course Condition:				
Does the Course Require Work Experience?:	No			
Type of course:	University E	lective		
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 Üv	GÜLSÜM SAVCI		
Course Lecturer(s):	Gülsüm Savçı			
Course Assistants:				

Course Objective and Content

Course	To develop the entrepreneurship potential of students and to give them the necessary process,
Objectives:	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) Adequate knowledge in mathematics, science and industrial engineering; the ability to use theoretical and practical knowledge in these areas in complex engineering problems.					
2) Ability to identify, formulate, and solve complex industrial engineering problems; ability to select and apply appropriate analysis and modeling methods for this purpose.					
3) Ability to design a complex industrial system, process, device or product to meet specific requirements under realistic constraints and conditions; ability to apply modern design methods for this purpose.					

Ability to develop, select and use modern techniques and tools necessary for the analysis and solution of complex problems encountered in industrial engineering applications; ability to use information technologies effectively.	1	2	3	4	5
5) Ability to design, conduct experiments, collect data, analyze and interpret results for the study of complex engineering problems or industrial engineering research topics.					
6) Ability to work effectively within and multidisciplinary teams; individual study skills.					
7) Ability to communicate effectively orally and in writing; knowledge of at least one foreign language; ability to write effectice reports and understand written reports, to prepare design and production reports, to make effective presentations, to give and receive clear and understandable instructions.					
8) Awareness of the necessity of lifelong learning; ability to access information, to follow developments in science and technology and to renew continuously.					
9) To act in accordance with ethical principles, professional and ethical responsibility; information on the standards used in engineering applications.					
10) Information on business practices such as project management, risk management and change management; awareness of entrepreneurship and innovation; information about sustainable development.					
11) Knowledge of the effects of industrial engineering practices on health, environment and safety in the universal and social scale and the problems of the era reflected in industrial engineering; awareness of the legal consequences of industrial engineering solutions.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Adequate knowledge in mathematics, science and industrial engineering; the ability to use theoretical and practical knowledge in these areas in complex engineering problems.	
2)	Ability to identify, formulate, and solve complex industrial engineering problems; ability to select and apply appropriate analysis and modeling methods for this purpose.	

3)	Ability to design a complex industrial system, process, device or product to meet specific requirements under realistic constraints and conditions; ability to apply modern design methods for this purpose.	
4)	Ability to develop, select and use modern techniques and tools necessary for the analysis and solution of complex problems encountered in industrial engineering applications; ability to use information technologies effectively.	
5)	Ability to design, conduct experiments, collect data, analyze and interpret results for the study of complex engineering problems or industrial engineering research topics.	
6)	Ability to work effectively within and multidisciplinary teams; individual study skills.	
7)	Ability to communicate effectively orally and in writing; knowledge of at least one foreign language; ability to write effectice reports and understand written reports, to prepare design and production reports, to make effective presentations, to give and receive clear and understandable instructions.	
8)	Awareness of the necessity of lifelong learning; ability to access information, to follow developments in science and technology and to renew continuously.	
9)	To act in accordance with ethical principles, professional and ethical responsibility; information on the standards used in engineering applications.	
10)	Information on business practices such as project management, risk management and change management; awareness of entrepreneurship and innovation; information about sustainable development.	
11)	Knowledge of the effects of industrial engineering practices on health, environment and safety in the universal and social scale and the problems of the era reflected in industrial engineering; awareness of the legal consequences of industrial engineering solutions.	

Assessment & Grading

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

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