Radio, Television and Cinema (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) By providing both theoretical and practical education, it prepares students for academic and business life.					
2) It provides a critical perspective on mass media.					
3) With the English curriculum, it allows students to follow the international market and academic studies from original sources.					
4) Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.					

Course Learning Outcomes	1	2	3	4	5
5) Thanks to the media professionals, the students will be ready for the sector.					
6) Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.					
7) Have the basic knowledge and experience of image technologies.					
8) Thanks to sectoral cooperation, professional business life will be started.					
9) Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.					
10) With the technical training to be taken in studio environment, students gain experience in the sector.					
11) They will have skills such as negotiating with the group, taking initiative.					
12) Acquire basic values related to media and business ethics.					
13) Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.					
14) Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	By providing both theoretical and practical education, it prepares students for academic and business life.	
2)	It provides a critical perspective on mass media.	
3)	With the English curriculum, it allows students to follow the international market and academic studies from original sources.	
4)	Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.	
5)	Thanks to the media professionals, the students will be ready for the sector.	

6)	Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.	
7)	Have the basic knowledge and experience of image technologies.	
8)	Thanks to sectoral cooperation, professional business life will be started.	
9)	Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.	
10)	With the technical training to be taken in studio environment, students gain experience in the sector.	
11)	They will have skills such as negotiating with the group, taking initiative.	
12)	Acquire basic values related to media and business ethics.	
13)	Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.	
14)	Students use information and communication technologies together with computer software at the advanced level of European Computer Driving 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
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**