

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:	<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 GÖKGÖZ		
Course Lecturer(s):	Pınar Özuyar		
Course Assistants:			

Course Objective and Content

Course Objectives:	It is aimed that students will be endorsed with the understanding of entrepreneurship aiming to keep in mind this understanding throughout their programs.
Course Content:	The entrepreneurial thinking is becoming more and more important not only for start-ups but also for in-company breakthroughs. On the other hand, the priorities of Turkey and the globe effects and offers opportunities and threats to these entrepreneurial ideas. With this approach,

entrepreneurship, change, and the priority issues in the world will be explained to students on an advanced level. Although mainly all entrepreneurship discussion focuses on the business world, it aims to convey a general understanding with different case reports

Learning Outcomes

The students who have succeeded in this course;

- 1) Explain the principles of entrepreneurship.
- 2) Understand the basic terms regarding entrepreneurship.
- 3) Define social entrepreneurship.
- 4) Recognize and define the relevance of selected global issues and entrepreneurship
- 5) Define the scope and contents of business plans and other necessary plans for entrepreneurship.

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)	Basic Concepts: idea, inventor, invention, entrepreneur, entrepreneurship, manager, innovation and others	To be given in class.
3)	Awareness: global crosscutting issues on sustainable development	To be given in class.
4)	Awareness: global crosscutting issues on sustainable development	To be given in class.
5)	Awareness: global crosscutting issues on sustainable development	To be given in class.
6)	Basic Concepts 1: sectors, classifications, coding	To be given in class.
7)	Basic Concepts 2: company types and ownerships	To be given in class.
8)	Basic Concepts 3: global assessments, competition, related administrative structures	To be given in class.
9)	Basic Concepts 4: global assessments, competition, related administrative structures	To be given in class.
10)	Tools 1: business establishment	To be given in class

11)	Tools 2: business establishment	To be given in class.
12)	Tools 3: business plans and sub-plans	To be given in class.
13)	Tools 4: business plans and sub-plans	To be given in class
14)	Tools 5: Financial resources	To be given in class

Sources

Course Notes / Textbooks:	Dersde verilecektir. / To be given in class.
References:	Dersde verilecektir. / To be given in class.

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.					
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.					
Course Learning Outcomes	1	2	3	4	5
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	1	% 20
Midterms	1	% 40
Final	1	% 40
total		% 100
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	56
Study Hours Out of Class	14	28
Midterms	2	15
Final	1	21
Total Workload		120