

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

## Course Introduction and Application Information

Course Code:	UNI210		
Course Name:	Entrepreneurship Applications		
Semester:	Spring Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF-EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div>		
Mode of Delivery:	Face to face		
Course Coordinator:	Dr. Öğr. Üy. GÜLSÜM GÖKGÖZ		
Course Lecturer(s):	Dr. Cem Duran		
Course Assistants:			

## Course Objective and Content

Course Objectives:	This course is designed to help students understand the important role of technological innovation in the entrepreneurial process and to understand the process of setting up new technology-based initiatives.
Course	Giving theoretical information about entrepreneurship and business planning, examination of

Content:	successful business models, preparation business plan and presentation.
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## Learning Outcomes

The students who have succeeded in this course;

- 1) Understanding the dynamic role of entrepreneurship and small businesses
- 2) Organizing and Managing a Small Business
- 3) Financial Planning and Control
- 4) Forms of Ownership for Small Business
- 5) Strategic Marketing Planning
- 6) New Product or Service Development
- 7) Business Plan Creation

## Course Flow Plan

Week	Subject	Related Preparation
1)	Entrepreneurship Theory (Entrepreneur, entrepreneurship, basic concepts about entrepreneurship)	
2)	Entrepreneurship Process (Business idea development and creativity)	
3)	Dynamics of New Economy	
4)	Internet and Marketing	
5)	Business Plan Concept and Preparation	
6)	Business Plan Concept and Preparation	
7)	Case 1 - Entrepreneurship	
8)	Midterm Exam	
9)	Case 2 - Finance in Entrepreneurship	
10)	Case 3 - Human Resources in Entrepreneurship	
11)	Case 4 - Marketing in Entrepreneurship	
12)	Case 5 - Investor Presentation	
13)	Business Plan Presentations	
14)	Business Plan Presentations	
15)	Business Plan Presentations	

16)	Finals Week	
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## Sources

Course Notes / Textbooks:	Özmen, Şule (2013), Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, Genişletilmiş 5.Baskı, Bilgi Üniversitesi Yayınları.
References:	Özmen, Şule (2013), Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, Genişletilmiş 5.Baskı, Bilgi Üniversitesi Yayınları.

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6	7
Program Outcomes							
1) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.							
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.							
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.							
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.							
5) can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.							
6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.							
7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.							
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.							

Course Learning Outcomes	1	2	3	4	5	6	7
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.							
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.							
11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.							
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.							
13) can collect health data, analyze them, present them in summary, and prepare forensic reports.							
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.							
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.							
16) knows health policies and is able to evaluate their effects in the field of application.							
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.							
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.							

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

Program Outcomes	Level of
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		Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	
2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
8)	knows the clinical decision-making process, evidence-based medicine practices and current approaches.	
9)	knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	
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15)	knows employee health, environment and occupational safety issues and takes responsibility when necessary.	
16)	knows health policies and is able to evaluate their effects in the field of application.	
17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	
18)	applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.	

### Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 30
Midterms	1	% 30
Final	1	% 40
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
<b>total</b>		<b>% 100</b>

### Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	16	48
Homework Assignments	5	25
Midterms	1	15
Final	1	30
<b>Total Workload</b>		<b>118</b>