

Nursing			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI210		
Course Name:	Entrepreneurship Applications		
Semester:	Spring		
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:6. Master`s Degree</div> <div>QF- EHEA:First Cycle</div> <div>EQF-LLL:6. 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 Content:	Giving theoretical information about entrepreneurship and business planning, examination of successful business models, preparation business plan and presentation.

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	

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) Based on the qualifications gained in secondary education; Understand the concepts and concepts related to the field of health at the undergraduate level, and have advanced theoretical and practical knowledge supported by textbooks, application tools and other sources of current information in the field of health.							
2) Knowledge of nature, source, limits, accuracy, reliability and validity of knowledge.							
3) Uses the field-specific, advanced theoretical and factual knowledge acquired at the undergraduate level.							
4) Interprets, evaluates, identifies, analyzes, shares information and makes team work by using the advanced knowledge and skills acquired in the field of health.							
5) Use computer programs, related technologies and educational tools related to the field of health.							
6) Carries out a study independently by using his advanced knowledge on the field of health and takes responsibility as a team member in cooperation with other professional groups working in this field.							
7) Takes responsibility as an individual and team member to solve complex and unpredictable problems encountered in applications related to health field.							
8) Plans, manages and monitors and evaluates the activities for the development of the employees working under their responsibility.							
9) Evaluates the advanced knowledge and skills acquired in the field of health with a critical approach.							
10) Identifies learning needs and learning resources, and directs the							

learning function by using resources effectively.							
Course Learning Outcomes	1	2	3	4	5	6	7
11) Develops a positive attitude towards life-long learning and transforms it into behavior.							
12) Informs relevant persons and institutions on health related issues; conveys their thoughts and suggestions for solutions to problems in written and orally, and takes their opinions, requests and expectations.							
13) He / she shares his / her thoughts and suggestions for solutions to the problems with the experts and non-experts in teamwork and as an active member of the process by supporting them with quantitative and qualitative data.							
14) Organize and implement projects and activities in cooperation with other professional groups for the social environment with a sense of social responsibility.							
15) Follow the information in his / her field and communicate with colleagues by using a foreign language at least at European Language Portfolio B1 General Level.							
16) Uses information and communication technologies together with computer software at the Advanced Level of European Computer Driving License required by the field.							
17) Monitor and evaluate the events / developments on the agenda of the society and the world in the field of health.							
18) Expresses himself / herself effectively verbally and in writing.							
19) It cooperates with people from related disciplines and acts in accordance with social, scientific, cultural and ethical values in the stages of gathering, interpreting, implementing and announcing the data related to the field of health.							
20) Acts and participates in Quality Management and Processes.							
21) Has enough consciousness about the individual and public health, environmental protection and occupational safety.							
22) It acts in accordance with laws, regulations, legislation and professional ethics rules related to its duties, rights and responsibilities as individuals.							
23) Its appearance, attitude, attitude and behavior make it an example for society.							

24) Have the knowledge of understanding the structure, physiological functions, behaviors of healthy and sick individuals and the relationship between health and physical and social environment at advanced level.	1	2	3	4	5	6	7
25) Has the ability of health personnel to participate in practice training and working experience with these staff.							
26) It has an adequate clinical experience by conducting clinical practices in areas where it is planned in accordance with the essence and purpose of the program and supervised by qualified authorities in its field.							
27) Has experience in working with other health disciplines.							
28) He / she has sufficient experience to use professional autonomy in international standards and to make clinical applications in program creation, planning, execution and evaluation.							

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Based on the qualifications gained in secondary education; Understand the concepts and concepts related to the field of health at the undergraduate level, and have advanced theoretical and practical knowledge supported by textbooks, application tools and other sources of current information in the field of health.	
2)	Knowledge of nature, source, limits, accuracy, reliability and validity of knowledge.	
3)	Uses the field-specific, advanced theoretical and factual knowledge acquired at the undergraduate level.	
4)	Interprets, evaluates, identifies, analyzes, shares information and makes team work by using the advanced knowledge and skills acquired in the field of health.	
5)	Use computer programs, related technologies and educational tools related to the field of health.	
6)	Carries out a study independently by using his advanced knowledge on the field of health and takes responsibility as a team member in cooperation with other professional groups working in this field.	

7)	Takes responsibility as an individual and team member to solve complex and unpredictable problems encountered in applications related to health field.	
8)	Plans, manages and monitors and evaluates the activities for the development of the employees working under their responsibility.	
9)	Evaluates the advanced knowledge and skills acquired in the field of health with a critical approach.	
10)	Identifies learning needs and learning resources, and directs the learning function by using resources effectively.	
11)	Develops a positive attitude towards life-long learning and transforms it into behavior.	
12)	Informs relevant persons and institutions on health related issues; conveys their thoughts and suggestions for solutions to problems in written and orally, and takes their opinions, requests and expectations.	
13)	He / she shares his / her thoughts and suggestions for solutions to the problems with the experts and non-experts in teamwork and as an active member of the process by supporting them with quantitative and qualitative data.	
14)	Organize and implement projects and activities in cooperation with other professional groups for the social environment with a sense of social responsibility.	
15)	Follow the information in his / her field and communicate with colleagues by using a foreign language at least at European Language Portfolio B1 General Level.	
16)	Uses information and communication technologies together with computer software at the Advanced Level of European Computer Driving License required by the field.	
17)	Monitor and evaluate the events / developments on the agenda of the society and the world in the field of health.	
18)	Expresses himself / herself effectively verbally and in writing.	
19)	It cooperates with people from related disciplines and acts in accordance with social, scientific, cultural and ethical values in the stages of gathering, interpreting, implementing and announcing the data related to the field of health.	1
20)	Acts and participates in Quality Management and Processes.	
21)	Has enough consciousness about the individual and public health, environmental protection and occupational safety.	1
22)	It acts in accordance with laws, regulations, legislation and professional ethics rules related to its duties, rights and responsibilities as individuals.	

23)	Its appearance, attitude, attitude and behavior make it an example for society.	1
24)	Have the knowledge of understanding the structure, physiological functions, behaviors of healthy and sick individuals and the relationship between health and physical and social environment at advanced level.	
25)	Has the ability of health personnel to participate in practice training and working experience with these staff.	
26)	It has an adequate clinical experience by conducting clinical practices in areas where it is planned in accordance with the essence and purpose of the program and supervised by qualified authorities in its field.	1
27)	Has experience in working with other health disciplines.	
28)	He / she has sufficient experience to use professional autonomy in international standards and to make clinical applications in program creation, planning, execution and evaluation.	1

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	1	% 30
Midterms	1	% 30
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	16	48
Homework Assignments	5	25
Midterms	1	15
Final	1	30
Total Workload		118

