

Architecture			
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:	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: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 SAVCI		
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) She/he gains knowledge of and develops values on technical, aesthetic, cultural, historical, social and ethical dimensions of architecture with a scientific and critical approach.							
2) She/he integrates architectural practice with environmental, economic and social sustainability principles.							
3) She/he has the knowledge and ability to provide and implement interactions between urban planning, urban design and architectural projects.							
4) Gains the ability to identify architectural potentials and problems based on data collection, analysis, interpretation and critical thinking, in order to cultivate concepts and determine strategies for action.							
5) She/he is able to interrelate theory, design and construction practices.							
6) She/he will be able to produce architectural design, presentation, implementation, management and supervision stages both independently and collectively for different contexts and scales and through a responsive approach to social, functional, technical and aesthetic requirements.							
7) In addition to traditional methods, she/he interactively uses the emerging information technologies required by the field.							
8) To analyze and document the historical and conservation characteristics of the built environment; taking into account of the balance between protection and use, she/he has the ability and necessary knowledge in renovation and restoration issues.							
9) She / he gains the ability to cooperate with different disciplines on the conception and design of the built environment, as an individual and/or as a team member.							

Course Learning Outcomes	1	2	3	4	5	6	7
10) Has knowledge on and comprehension of professional ethics and codes of conduct, legal and managerial regulations, standards, rights and responsibilities and processes in the field of architecture.							
11) Can produce design, know-how and knowledge for the improvement of different and changing social needs, and for the enhancement of life quality.							
12) She/he has the knowledge and responsibility to design solidly built structures and takes into account of the risks of natural disaster.							
13) She/he monitors new developments in architectural theory and practice and is open to lifelong learning.							
14) She/he takes responsibility for the improvement of social consciousness in the field of architecture, and for the endorsement and defense of ecological and urban rights.							
15) Has architectural communication skills in a foreign language.							

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	She/he gains knowledge of and develops values on technical, aesthetic, cultural, historical, social and ethical dimensions of architecture with a scientific and critical approach.	
2)	She/he integrates architectural practice with environmental, economic and social sustainability principles.	
3)	She/he has the knowledge and ability to provide and implement interactions between urban planning, urban design and architectural projects.	
4)	Gains the ability to identify architectural potentials and problems based on data collection, analysis, interpretation and critical thinking, in order to cultivate concepts and determine strategies for action.	
5)	She/he is able to interrelate theory, design and construction practices.	
6)	She/he will be able to produce architectural design, presentation, implementation,	

	management and supervision stages both independently and collectively for different contexts and scales and through a responsive approach to social, functional, technical and aesthetic requirements.	
7)	In addition to traditional methods, she/he interactively uses the emerging information technologies required by the field.	
8)	To analyze and document the historical and conservation characteristics of the built environment; taking into account of the balance between protection and use, she/he has the ability and necessary knowledge in renovation and restoration issues.	
9)	She / he gains the ability to cooperate with different disciplines on the conception and design of the built environment, as an individual and/or as a team member.	
10)	Has knowledge on and comprehension of professional ethics and codes of conduct, legal and managerial regulations, standards, rights and responsibilities and processes in the field of architecture.	
11)	Can produce design, know-how and knowledge for the improvement of different and changing social needs, and for the enhancement of life quality.	
12)	She/he has the knowledge and responsibility to design solidly built structures and takes into account of the risks of natural disaster.	
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14)	She/he takes responsibility for the improvement of social consciousness in the field of architecture, and for the endorsement and defense of ecological and urban rights.	
15)	Has architectural communication skills in a foreign language.	

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
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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