

Sociology			
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 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) Students will have the ability to understand theories and theoretical perspectives in sociology and social sciences.							
2) Students will have the knowledge of using the basic theoretical analysis and the concepts of sociology in his/her studies.							
3) Students will gain the knowledge and skills to interpret social, economic and historical facts from a sociological perspective by rational thinking in social, economic and historical context.							
4) Students will gain the ability to follow and evaluate classical and contemporary studies and researches written in Turkish and English around the world.							
5) Students will have the ability to use the appropriate theoretical framework and research methods for a sociological research in a future study project.							
6) Students can associate the research questions with the findings of the research, and report the results.							
7) Students can use qualitative and quantitative reseach methods.							
8) Students can use software programs which are employed in statistics by gaining statistics knowledge and acquire the ability of data process.							
9) Students can think critically when they evaluate the problems of sociology or other related fields, and can judge under a critical point of view theoretical and empirical studies conducted in those fields.							
10) Students develop an interest in the problems of the modern societies and they can evaluate those problems within a wide perspective.							
11) Students can apply their knowledge and research skills in							

interdisciplinary studies and can transfer those skills to other disciplines.	1	2	3	4	5	6	7
Course Learning Outcomes							
12) Students have knowledge about modern world and Turkish history and can apply that knowledge in their further studies.							
13) Students have a problem solving point of view in problems of social inequalities and discrimination.							
14) Graduated students can develop a reflexive point of view concerning their situation as a researcher as well as a sociologist.							

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Students will have the ability to understand theories and theoretical perspectives in sociology and social sciences.	
2)	Students will have the knowledge of using the basic theoretical analysis and the concepts of sociology in his/her studies.	
3)	Students will gain the knowledge and skills to interpret social, economic and historical facts from a sociological perspective by rational thinking in social, economic and historical context.	
4)	Students will gain the ability to follow and evaluate classical and contemporary studies and researches written in Turkish and English around the world.	
5)	Students will have the ability to use the appropriate theoretical framework and research methods for a sociological research in a future study project.	
6)	Students can associate the research questions with the findings of the research, and report the results.	
7)	Students can use qualitative and quantitative research methods.	
8)	Students can use software programs which are employed in statistics by gaining statistics knowledge and acquire the ability of data process.	
9)	Students can think critically when they evaluate the problems of sociology or other related fields, and can judge under a critical point of view theoretical and empirical studies conducted in those fields.	

10)	Students develop an interest in the problems of the modern societies and they can evaluate those problems within a wide perspective.	
11)	Students can apply their knowledge and research skills in interdisciplinary studies and can transfer those skills to other disciplines.	
12)	Students have knowledge about modern world and Turkish history and can apply that knowledge in their further studies.	
13)	Students have a problem solving point of view in problems of social inequalities and discrimination.	
14)	Graduated students can develop a reflexive point of view concerning their situation as a researcher as well as a sociologist.	

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