

Philosophy			
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) Gains comprehensive knowledge of history of philosophy.							
2) Gains analytical and critical thinking skills.							
3) Gets comprehensive knowledge of basic disciplines such as ontology, epistemology and ethics.							
4) Gets theoretical knowledge about logic and gains the ability to apply this knowledge to practice.							
5) Acquires the ability to do close reading of philosophical texts, to implement logical analysis and to reason.							
6) Learns different methods of reasoning and philosophical inquiry techniques.							
7) Develops positive attitude towards lifelong learning.							
8) Evaluates historical and current events from a philosophical point of view.							
9) Gains the ability to conduct independent research and analysis, to interpret and write philosophical texts.							
10) Can follow the developments in the field and communicate with the colleagues by using English at least at the European Language Portfolio B1 General Level.							
11) Can express his/her thoughts on philosophical issues and solutions to problems in written and oral form.							
12) Learns to apply philosophical inquiry skills in interdisciplinary studies and transfers these skills to other disciplines.							
13) Gains a historical perspective on the relation of determination							

between philosophy and science. Course Learning Outcomes	1	2	3	4	5	6	7
14) Gets historical knowledge about the meaning and scope of basic philosophical concepts.							

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Gains comprehensive knowledge of history of philosophy.	
2)	Gains analytical and critical thinking skills.	
3)	Gets comprehensive knowledge of basic disciplines such as ontology, epistemology and ethics.	
4)	Gets theoretical knowledge about logic and gains the ability to apply this knowledge to practice.	
5)	Acquires the ability to do close reading of philosophical texts, to implement logical analysis and to reason.	
6)	Learns different methods of reasoning and philosophical inquiry techniques.	
7)	Develops positive attitude towards lifelong learning.	
8)	Evaluates historical and current events from a philosophical point of view.	
9)	Gains the ability to conduct independent research and analysis, to interpret and write philosophical texts.	
10)	Can follow the developments in the field and communicate with the colleagues by using English at least at the European Language Portfolio B1 General Level.	
11)	Can express his/her thoughts on philosophical issues and solutions to problems in written and oral form.	
12)	Learns to apply philosophical inquiry skills in interdisciplinary studies and transfers these skills to other disciplines.	
13)	Gains a historical perspective on the relation of determination between philosophy and science.	

14)	Gets historical knowledge about the meaning and scope of basic philosophical concepts.	
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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