

Management Information Systems			
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> <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> </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) It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.	2	3	2	2	3	2	3
2) Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.	2	2	3	3	3	2	3
3) Uses different information technologies and systems for understanding and solving various business problems.	3	3	2	2	3	3	2
4) Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.	3	2	3	2	2	3	3
5) Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.	2	2	3	3	2	2	3
6) Gains technical and managerial contributions to IT projects and takes responsibility.	3	2	2	3	2	2	2
7) Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.	3	3	2	2	2	3	3
8) Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	3	3	3	2	2	2	3
9) Develops teamwork, negotiation, leadership and entrepreneurship skills.	3	2	3	3	2	2	2
10) Has universal ethical values, social responsibility awareness and sufficient legal knowledge.	3	3	3	2	2	3	3
11) Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.	2	3	2	3	3	2	3

12) Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.	3	3	3	4	5	6	7
13) It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	2	2	2	3	2	3	2

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.	3
2)	Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.	3
3)	Uses different information technologies and systems for understanding and solving various business problems.	3
4)	Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.	3
5)	Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.	3
6)	Gains technical and managerial contributions to IT projects and takes responsibility.	3
7)	Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.	3
8)	Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	3
9)	Develops teamwork, negotiation, leadership and entrepreneurship skills.	3
10)	Has universal ethical values, social responsibility awareness and sufficient legal knowledge.	3
11)	Develops positive attitudes related to lifelong learning and identifies individual learning	3

	needs and carries out studies to correct them.	
12)	Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.	3
13)	It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	3

### 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>