



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name	MANAGEMENT	Dept. Numeric Code	3 2
Course Code	M A N 4 2 3	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	-
		Number of Credit Hours	3
Course Web Site	http:// man423.cankaya.edu.tr	ECTS Credit	0 5

Course Name and Other Course Information

This information will appear in the printed catalogs and on the web online catalog.

English Name	Entrepreneurship
Turkish Name	Girişimcilik
Mode of Delivery	Face to face
Language of Instruction	English

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

This course is intended to develop an awareness of the state of entrepreneurship in Turkey. Students are introduced to elements of successful entrepreneurship, opportunity identification and assessment, economic development potential of small businesses in Turkey, alternative forms of business arrangements in the new economy balancing an entrepreneurial lifestyle, determining what success means to each student, goal setting and visioning. Preparing a business plan is also covered in the course.

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	<input checked="" type="checkbox"/> Prior knowledge of management concepts is strongly recommended.
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type <i>Check all that are applicable</i>	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input checked="" type="checkbox"/> Elective course for dept. <input checked="" type="checkbox"/> Elective course for other dept.(s)			

Part II. Detailed Course Information

Course Objectives <i>Maximum 100 words.</i>
Objectives of this course are; <ul style="list-style-type: none"> - Define entrepreneurship within the context of society, organizations and individuals - Demonstrate an understanding of the impact of entrepreneurship on the economy - Recognize entrepreneurial attitudes and behaviors within him/herself and others - Describe the elements of an effective business model/plan - Develop a concept for an innovative product or service in his or her own area of interest - To establish the business plan as a key success factor in starting a small business - To provide some basic marketing and financial tools to assess the business environment and - help develop a business plan

Learning Outcomes <i>Explain the learning outcomes of the course. Maximum 10 items.</i>
Upon completion of this course, students will be able to complete the following key tasks: <ol style="list-style-type: none"> 1. Write, critique, and refine a business plan; 2. Better weigh the risks and rewards of starting a new business venture; 3. Personally assess their potential for becoming entrepreneurs; 4. Understand the entrepreneurial mindset and how best to work with entrepreneurs; and 5. Understand the risks in growing a business from an entrepreneur-run business to one with the entrepreneur as a manager.

Textbook(s) <i>List the textbook(s), if any, and other related main course material.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Robert Hisrich, Michael Peters, Dean Shepherd	Entrepreneurship	McGraw-Hill	2012	978-0-078-02919-6

Reference Books <i>List, if any, other reference books to be used as supplementary material.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Charles Bamford, Garry Bruton	Entrepreneurship: A Small Business Approach	McGraw-Hill	2010	978-0-073-40311-3
Andrew Zacharakis, Stephen Spinelli, Jeffrey Timmons	Business Plans that Work: A Guide for Small Business	McGraw-Hill	2011	978-0-071-75257-2

Teaching Policy <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
Three hours of lecturing. As well as the preparation and presentation of Business Plan for new ventures and interviewing an entrepreneur of students' choice.

Laboratory/Studio Work <i>Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.</i>
N/A

Computer Usage
<i>Briefly describe the computer usage and the hardware/software requirements for the course.</i>
N/A

Course Outline	
<i>List the weekly topics to be covered.</i>	
Week	Topic(s)
1	Framework for Entrepreneurship
2	Entrepreneurial Mindsets and Motivations
3	Theories of Entrepreneurship
4	Resources and Capabilities
5	Creativity and the Entrepreneurship
6	The Environment for Entrepreneurship
7	Midterm Exam
8	Preparing a Business Plan
9	The Feasibility Analysis
10	The Family Business
11	Entrepreneurial Leadership
12	Intrapreneurship
13	Presentations for Business Plan
14	Presentations for Business Plan

Grading Policy								
<i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Term Project	1	30%						
Individual Assignment	1	30%						
Final Exam	1	40%						

ECTS Workload			
<i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	13	3	39
Attending Labs/Recitations (<i>weekly basis</i>)	-	-	-
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	13	0,5	6,5
Collection and selection of relevant material (<i>once</i>)	1	1,5	1,5
Self study of relevant material (<i>weekly basis</i>)	13	1	13
Take-home assignments	-	-	-
Preparation for quizzes	-	-	-
Preparation for mid-term exams (<i>including the duration of the exams</i>)	-	-	8

Preparation of term paper/case-study report (including oral presentation)	1	15	15
Preparation of term project/field study report (including oral presentation)	1	20	20
Preparation for final exam (including the duration of the exam)	1	20	20
TOTAL WORKLOAD / 25			123
ECTS Credit			5

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.						
No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.		X			
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.			X		
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.	X				
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.					X
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.					X
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.				X	
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.		X			
8	Be thereby qualified to conduct research in business administration and management.				X	
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.			X		
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.			X		
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				X	
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.		X			
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.		X			
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.				X	

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest