

**OSTİM TECHNICAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM  
2022-2023 FALL SEMESTER**

<b>EPR 121 PRINCIPLES OF ENTREPRENEURSHIP</b>							
<b>Course Name</b>	<b>Course Code</b>	<b>Period</b>	<b>Hours</b>	<b>Application</b>	<b>Laboratory</b>	<b>Credit</b>	<b>ECTS</b>
Principles of Entrepreneurship	EPR 121	1	0	2	0	1	2

<b>Language of Instruction</b>	English
<b>Course Status</b>	Compulsory
<b>Course Level</b>	Bachelor
<b>Learning and Teaching Techniques of the Course</b>	Lecture, Discussion, Question Answer, Practice
<b>Class Time/Classroom</b>	Tuesdays 13:00-14:50 / Classroom 408
<b>Instructor</b>	Asst. Prof. Dr. Serkan Bürken
<b>Office</b>	9th Floor, 907
<b>E-mail</b>	<a href="mailto:serkan.burken@ostimteknik.edu.tr">serkan.burken@ostimteknik.edu.tr</a>
<b>Office Hours</b>	09:00-12:00 on Tuesdays and 14:00-17:00 on Wednesday and by e-mail
<b>Teaching Assistants</b>	(If Applicable) Huzeyfe Erkam Candan ( <a href="mailto:huzeyfe.candan@ostimteknik.edu.tr">huzeyfe.candan@ostimteknik.edu.tr</a> ) Office Hours: By e-mail

**Course Objective**

The lesson aims to transfer basic information and principles about entrepreneurship to students and establish project groups to realize the project ideas they will develop within the framework of these principles. The existing literature on entrepreneurship in the world will be conveyed to the students, and this will enable them to understand the place and importance of entrepreneurship in the global economic system. Business Model Development practices will be taught to students, enabling them to clarify project ideas and test whether this project idea is a value proposition for entrepreneurship.

**Learning Outcomes**

The students who succeeded in this course will be able;

- To master the basic concepts of entrepreneurship in the literature,
- To understand the place and importance of entrepreneurship in the global economic system,
- To develop business and project ideas effectively thanks to the principles of entrepreneurship,
- To discover the value proposition and other important dimensions of the project and business idea through the principles of developing a Business Model,
- To analyze the value of this idea within the scope of entrepreneurship, by developing the project idea in a technology-based field,
- To learn to work and be organized as a team.

### **Course Outline**

Within the scope of this course; first, basic concepts about technology-based entrepreneurship will be given. The characteristics of successful and unsuccessful attempts will be mentioned. On all this general information, by giving students Business Model Development training; Guidelines will be provided to develop their project ideas by putting the value proposition within the scope of entrepreneurship as well. With all this information, it will be aimed for students to act as entrepreneurs to develop projects and business ideas that are healthy and that can be the basis of any initiative in the priority technology field they choose. Finally, after the development of the business idea, information about the company's establishment, development and sales will be shared when necessary.

<b>Weekly Topics and Related Preparation Studies</b>		
<b>Weeks</b>	<b>Topics</b>	<b>Preparation Studies</b>
1	Introduction/Syllabus Review Entrepreneurship Scorecard Entrepreneurship Center	Aim of the Course Teaching Techniques of the Course The Concept, Aim and Facilities, The Application Process OSTİMTECH Entrepreneurship Center
2	Introduction to Entrepreneurship and Startup (Chapter 1)	What Is Entrepreneurship? Why Become an entrepreneur? Common Myths About Entrepreneurs Types of Start-Up Firms, The Entrepreneurial Process Impact of Entrepreneurial Firms Concepts: Unicorn, Decacorn, Hectocorn, Exit, Demo Day, Pitching.
3	Recognizing Opportunities and Generating Ideas (Chapter 2)	Identifying and Recognizing Opportunities Finding Gaps in the Marketplace Techniques for Generating Ideas
4	Feasibility Analysis (Chapter 3)	Product/Service Feasibility Analysis Industry/Target Market Feasibility Analysis Organizational Feasibility Analysis Financial Feasibility Analysis
5	Developing an Effective Business Model (Chapter 4)	The Importance and Diversity of Business Models Components of an Effective Business Model Strategic Resources
6	Industry and Competitor Analysis (Chapter 5)	The Five Forces Model Industry Types and the Opportunities They Offer Sources of Competitive Intelligence
7	Business Canvas Model and Writing a Business Plan (Chapter 6)	How is a Good Business Canvas Prepared? Reasons for Writing a Business Plan Guidelines for Writing a Business Plan The Presentation of a Business Plan Questions and Feedback to Expect from Investors
<b>8</b>	<b>Midterm</b>	
9	Preparing the Proper Ethical and Legal Foundation (Chapter 7)	Establishing a Strong Ethical Culture for a Firm The Importance of Legal Consultancy Drafting a Founders' Agreement Obtaining Business Licenses and Permits
10	Assessing a New Venture's Financial Strength and Viability (Chapter 8)	Financial Management Financial Statements and Forecasting Pro Forma Financial Statements
11	Building a New-Venture Team (Chapter 9)	The Founder or Founders Recruiting and Selecting Key Employees Advisers, Lenders, and Investors
12	Getting Financing or Funding (Chapter 10)	Sources of Equity Funding Sources of Debt Financing Leasing, Grant Programs, Strategic Partners
13	Marketing Issues (Chapter 11)	Selecting a Market and Establishing a Position The 4Ps of Marketing for New Ventures Sales Process
14	Startup Investing & Technology Development Zones	Startup Investments Alternatives and Current Trends Technology Development Zones and Their Role in Supporting Entrepreneurial Activities
15	Sustainability and Social Benefit in Entrepreneurship	Sustainable Business Model Sustainability and Social Benefit, Social Entrepreneurship and Examples
<b>16</b>	<b>Final Exam</b>	

<b>Textbook(s)/References/Materials:</b>
<ul style="list-style-type: none"> <li>• Barringer, B. (2021). Entrepreneurship: Successfully Launching New Ventures 6<sup>th</sup> Edition.</li> <li>• Bamford, C. E., &amp; Bruton, G. D. (2016), Entrepreneurship: The art, science, and process for success. McGraw-Hill Education.</li> <li>• Harvard Business Review-Entrepreneur's Handbook by: Harvard Business Review Press, 2018.</li> <li>• Hisrich R. Peters M. Shepherd D. (2020), Entrepreneurship Robert Hisrich, 11e. McGraw-Hill Education.</li> <li>• Jones, O., Macpherson, A., &amp; Jayawardena, D. (2013). Resourcing the start-up business: Creating dynamic entrepreneurial learning capabilities. Routledge.</li> <li>• Kuratko, D. F. (2016). Entrepreneurship: Theory, process, and practice. Cengage learning.</li> <li>• Neck, H. M., Neck, C. P., &amp; Murray, E. L. (2019). Entrepreneurship: The practice and mindset. Sage Publications.</li> <li>• Şahin, B., (2019). Startuplar Pazarda. Gazi Kitabevi.</li> </ul>

<b>Assessment</b>		
<b>Studies</b>	<b>Number</b>	<b>Contribution margin (%)</b>
Attendance		
Lab		
Class participation and performance	16	10
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
<b>Midterm Exams / Midterm Jury</b>	<b>1</b>	<b>30</b>
<b>General Exam / Final Jury</b>	<b>1</b>	<b>60</b>
	<b>Total</b>	<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		<b>40</b>
<b>Success Grade Contribution of End of Term</b>		<b>60</b>
	<b>Total</b>	<b>100</b>

<b>ECTS / Workload Table</b>			
<b>Activities</b>	<b>Number</b>	<b>Duration (Hours)</b>	<b>Total Workload</b>
Course hours (Including the exam week: 16 x total course hours)	16	2	32
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	12	2	24

Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	2	2
Preparation Period for the Final Exam / General Jury	1	2	2
<b>Total Workload</b>	<b>(60/30 = 2)</b>		<b>60</b>

<b>Relationship Between Course Learning Outcomes and Program Competencies</b>						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	To master the basic concepts of entrepreneurship in the literature,					X
2	To understand the place and importance of entrepreneurship in the global economic system,					X
3	To develop business and project ideas effectively thanks to the principles of entrepreneurship,				X	
4	To discover the value proposition and other important dimensions of the project and business idea through the principles of developing a Business Model,					X
5	To analyze the value of this idea within the scope of entrepreneurship, by developing the project idea in a technology-based field,				X	
6	To learn to work and be organized as a team.				X	

<b>Relationship Between Course Learning Outcomes and Program Competencies (Department of Economics)</b>								
Nu	Program Competencies	Learning Outcomes						Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	
1	Know the basic concepts used in economics, the relations between concepts, economic theories, the functioning mechanisms of the economy, and the development processes of economies over time.	X						3
2	Know how to obtain economic data and the research methods for processing and evaluating the obtained data by using various computer programs when necessary.		X		X			3
3	Follow current developments in national and international macroeconomic conjuncture and world economic relations and can suggest economic policies to be used in case of economic problems.		X	X	X	X		4
4	Acquire the capacity to conduct individual research on the field, interpret the results, and compare		X		X			3

	them with theoretical propositions.							
5	Scrutinize and interpret all kinds of knowledge in the field of economics, including theoretical and statistical information, through analysis within the framework of cause-effect relationships.			X	X	X		3
6	Present solutions and opinions about the problems analyzed by supporting them with qualitative and quantitative data, use analytical language, and support the used approach with visual and graphical materials.			X	X	X		3
7	Gain advanced skills in software and programming languages that assist analysis in the econometric field and can adapt to new software and programming languages			X				2
8	Support the acquired theoretical knowledge of economics with econometric and statistical calculations, analyze and evaluate phenomena using software and programming languages within the framework of analytical thinking.			X	X	X		3
9	Develop the ability to analyze unexpected and complex problems during professional practice, take responsibility as an individual or team member for solving the problem, and take initiative when necessary.			X	X	X	X	4
10	Develop critical thinking and produce solutions to policy issues by adapting theoretical and analytical knowledge to different conceptual frameworks.		X	X				3
11	Exhibit approaches that will adapt to the speed of globalization, innovations, and technological developments.	X	X	X	X	X		5
12	Having an entrepreneurial spirit, developing original and innovative ideas, and solution proposals, and assuming responsibility.	X	X	X	X	X	X	5
13	Pay maximum attention to social responsibilities, ethical sensitivities, and legal framework in theoretical and practical studies.	X	X				X	3
14	Communicate with peers, colleagues, co-workers, employees, and managers with common sense, empathy, and situational awareness.			X	X	X	X	5
15	Communicate effectively with colleagues, senior managers, and the market in the mother tongue and at least one foreign language			X	X	X	X	5

(English).							
Total Effect							54

<b>Policies and Procedures</b>
<b>Web page:</b> <a href="https://www.ostimteknik.edu.tr/economics-752/425">https://www.ostimteknik.edu.tr/economics-752/425</a>
<b>Exams:</b> The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to a real-world phenomenon, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, ie. open-ended questions, which can also be in the form of problems or multiple-choice questions. Exams are composed of a final exam comprising 60% of the student's grade and a mid-term exam, with less weight (30%). The rest of the grade comes from other assessment methods, shown in the assessment table included in this syllabus. The Department of Economics does not tolerate any act of academic dishonesty. Examinations are individual and must be completed without any outside assistance. Students who attempt to cheat during exams will receive a failing grade on that exam. The case could also be carried to the Dean's Office for additional disciplinary action.
<b>Assignments:</b> Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately. The students must not adopt "cut copy paste" behavior from the sources on the internet or use the contents of any type of previous work in their assignments. Plagiarism is unethical behavior and is subject to disciplinary action.
<b>Missed exams:</b> Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.
<b>Projects:</b> Entrepreneurial projects by groups of students might be applicable if necessary.
<b>Attendance:</b> Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.
<b>Objections:</b> If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.