

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

**COURSE SYLLABUS FORM
2022-2023 SPRING**

EPR121 Principles of Entrepreneurship							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Principles of Entrepreneurship	EPR 121	1	0	2	0	1	2

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving, Teamwork, Report Writing

Course Objective
The aim of the lesson is transferring basic information and principles about entrepreneurship to students and establishing 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. Marketing and market analysis tools and 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;
<input type="checkbox"/> To master the basic concepts of entrepreneurship in the literature, <input type="checkbox"/> To understand the place and importance of entrepreneurship in the global economic system, <input type="checkbox"/> To develop business and project ideas effectively thanks to the principles of entrepreneurship, <input type="checkbox"/> To discover the value proposition and other important dimensions of the project and business idea through the principles of marketing, <input type="checkbox"/> To analyze the value of this idea within the scope of entrepreneurship, by developing the project idea in a technology-based field, <input type="checkbox"/> 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 trainings; Guidelines will be provided to develop their own 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 establishment, development and sales of the company will be shared when necessary.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Introduction/Syllabus Review	<ul style="list-style-type: none"> – Aim of the Course – Lecturers Introduction – Teaching Techniques of the Course – The Concept, Aim and Facilities, The Application Process – OSTİMTECH Entrepreneurship Center
2	Introduction to Business Administration	<ul style="list-style-type: none"> – What Is Business Administration? – Core Concepts of Business Administration – Sub Fields of Business Administration and Their Effects on Entrepreneurship
3	Introduction to Marketing	<ul style="list-style-type: none"> – What Is Marketing? – Importance of Marketing – Some Core Concepts of Marketing – International Marketing – Goods and Products
4	Introduction to Entrepreneurship and Startup	<ul style="list-style-type: none"> – What Is Entrepreneurship? – Why Become an entrepreneur? – Common Myths About Entrepreneurs – Types of Start-Up Firms, The Entrepreneurial Process – Impact of Entrepreneurial Firms
5	Recognizing Opportunities and Generating Ideas	<ul style="list-style-type: none"> – Identifying and Recognizing Opportunities – Finding Gaps in Marketplace – Techniques for Generating Ideas
6	Feasibility Analysis	<ul style="list-style-type: none"> – Product/Service Feasibility Analysis – Industry/Target Market Feasibility Analysis – Organizational Feasibility Analysis – Financial Feasibility Analysis
7	Industry and Competitor Analysis	<ul style="list-style-type: none"> – The Five Forces Model – Industry Types and the

		<p>Opportunities They Offer</p> <ul style="list-style-type: none"> – Sources of Competitive Intelligence
8	MIDTERM EXAM	
9	Building a New-Venture	<ul style="list-style-type: none"> – The Founder or Founders – Recruiting and Selecting Key Employees – Advisers, Lenders and Investors
10	Getting Financing or Funding	<ul style="list-style-type: none"> – Sources of Equity Funding – Sources of Debt Financing – Leasing, Grant Programs, Strategic Partners
11	Digital Entrepreneurship	<ul style="list-style-type: none"> – Using Digital Channels – E-Commerce
12	Global Entrepreneurship	<ul style="list-style-type: none"> – International Markets – Growth of a Business with Globalization
13	Sustainability and Social Benefit in Entrepreneurship	<ul style="list-style-type: none"> – Sustainable Business Model – Sustainability and Social Benefit, – Social Entrepreneurship and Examples
14	Revision for Final Exam	<ul style="list-style-type: none"> – All the topics mentioned in this course are repeated
15	FINAL EXAM	

Textbook (s)/References/Materials:

- **Textbook:** Barringer, B. (2021). Entrepreneurship: Successfully Launching New Ventures 6th Edition.
- Bamford, C. E., & Bruton, G. D. (2016), Entrepreneurship: The art, science, and process for success. McGraw-Hill Education.
- Harvard Business Review-Entrepreneur's Handbook by: Harvard Business Review Press, 2018.
- Hisrich R. Peters M. Shepherd D. (2020), Entrepreneurship Robert Hisrich, 11e. McGrawHill Education.
- Jones, O., Macpherson, A., & Jayawarna, D. (2013). Resourcing the start-up business: Creating dynamic entrepreneurial learning capabilities. Routledge.
- Kuratko, D. F. (2016). Entrepreneurship: Theory, process, and practice. Cengage learning.
- Neck, H. M., Neck, C. P., & Murray, E. L. (2019). Entrepreneurship: The practice and mindset. Sage Publications.

Şahin, B., (2019). StartuPlar Pazarda. Gazi Kitabevi.

Assessment

Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade		
Field Study		
Course-Specific Internship (if any)		

Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	40
General Exam / Final Jury	1	60
	Total	100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
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	6	2	12
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exam / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	6	6
Total Workload/25 hours		(54/25=2.16)	
ECTS		2	

Course' Contribution Level to Learning Outcomes						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To master the basic concepts of entrepreneurship in the literature					X
LO2	To understand the place and importance of entrepreneurship in the global economic system					X
LO3	To develop business and project ideas effectively thanks to the principles of entrepreneurship				X	

L04	To discover the value proposition and other important dimensions of the project and business idea through the principles of marketing					X
L05	To analyze the value of this idea within the scope of entrepreneurship, by developing the project idea in a technology-based field				X	
L06	To learn to work and be organized as a team					

Relationship Between Course Learning Outcomes and Program Competencies								
No	Program Competencies	Learning Outcomes						Total Effect(1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	
1	Have advanced theoretical and up-to-date knowledge in discipline-specific areas such as international trade, finance, logistics, and general business and international business such as economics, marketing, management, accounting.	X	X	X	X	X		5
2	Evaluate, follow, absorb and transfer new information in the field of international trade.				X		X	2
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.	X	X		X			3
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.		X	X				2
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.	X	X	X	X	X		5
6	Have the ability to apply her theoretical knowledge in real life, with the experience she will gain through practice in departments such as marketing, accounting, foreign trade, finance, logistics.	X	X	X	X	X		5
7	Have the theoretical knowledge to carry out export, import, customs clearance, logistics, taxation and other international trade activities within the scope of global and regional commercial and economic organizations.		X	X	X			3
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X	X	X	X	X		5
9	Using strategic, critical, innovative and analytical thinking skills, actively take part in the decision-making processes of the enterprise in the field of foreign trade and finance.	X				X		2
10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry out in its field.	X	X		X			3
11	Have the skills to follow up-to-date information at national and international level, to gather information about field, and to communicate with international institutions / organizations using her/him knowledge of English and a second foreign language of her choice.	X	X	X	X	X		5
12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations		X	X	X	X		4
13	Can evaluate the problems and conflicts encountered in all areas related to international trade from different perspectives with a holistic approach and produce value-based solutions.	X	X			X		3
Total Effect								47

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/uluslararası-ticaret-ve-finansman-bolumu-209>
<https://www.ostimteknik.edu.tr/international-trade-and-finance-232>

Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real world phenomenon, through analyzing the situation, distinguishing problems and by 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 (40%).

Assignments: 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.

Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. Medical report must be from a state hospital.

Projects: Entrepreneurial projects by groups of students might be applicable if necessary.

Attendance:

Objections: 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.