

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

**COURSE SYLLABUS FORM
2020-2021 SPRING**

EPR 122 Entrepreneurship II							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Entrepreneurship II	EPR 122	1	2	2	0	1	1

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer, Practice

Course Objective
The aim of lesson; transferring basic information 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. 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
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> ▪ To master the basic concepts of entrepreneurship in the literature, ▪ To comprehend the place and importance of entrepreneurship in the global economic system, ▪ To learn 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
<p>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 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.</p>

Weekly Topics and Related Preparation Studies	
Weeks	Topics
1	Introduction to Lecture & Information about Entrepreneurship Center
2	Entrepreneurship Scorecard
3	Business Plan Overview
4	Marketing Plan
5	Organizational Plan
6	Financial Plan
7	Access to Seed Funding & Project Evaluation
8	Midterm
9	Investment Presentation & Pitching
10	Project – Group Study
11	Project – Group Study
12	Project – Group Study
13	Project – Group Study
14	Project – Group Study
15	Projects Pitching
16	Final Exam

Textbook(s)/References/Materials:

Hisrich R. Peters M. Shepherd D. (2020), Entrepreneurship Robert Hisrich, 11e. McGrawHill Education.
Şahin, B., (2020). Startuplar Pazarda. Gazi Kitabevi.

Assessment

Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Attendance	16	10
Midterm Exams / Midterm Jury	1	35
General Exam / Final Jury	1	55
Total		100
Success Grade Contribution of Semester Studies		45
Success Grade Contribution of End of Term		55
Total		100

Relationship Between Course Learning Outcomes and Program Competencies

Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	To learn the place and importance of technology-based entrepreneurship in a globalizing world with an interdisciplinary approach and to transform this knowledge into project and business idea.					x
2	To demonstrate the ability to apply his/her knowledge and equipment in the field of entrepreneurship by actively channeling real processes in the sector.					x
3	Learning the entrepreneurship ecosystem actors to communicate with them and participate in professional development activities.					x
4	Evaluating and applying entrepreneurship dynamics within the framework of basic and current practices.				x	
5	To be able to generate new project and business ideas and to pass these ideas through the entrepreneurship filter from an entrepreneurial perspective					x
6	To acquire and apply project development skills in teams.				x	
7	To have the ability to interpret, question and apply the knowledge gained throughout the course within the existing entrepreneurship ecosystem and macroeconomic conjuncture.					x
8	To be individuals with improved social and intellectual capacity, visionary, high ethical values, ability to adapt to group communication and team work.					x

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Homeworks			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	2	2
Preparation Period for the Final Exam / General Jury	1	2	2
Total Workload	(84/25 = 3,3)		84