

**OSTİM TECHNICAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES  
COURSE SYLLABUS FORM  
DEPARTMENT OF MARKETING**

<b>EPR 122 Entrepreneurship Project</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>
Entrepreneurship Project	EPR 122	2	2	2	0	1	1

<b>Language of Instruction</b>	English
<b>Course Status</b>	Compulsory
<b>Course Level</b>	Bachelor
<b>Learning and Teaching Techniques</b>	Lecture, Discussion, Question Answer, Practice

<b>Course Objective</b>	
<p>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.</p>	

<b>Learning Outcomes</b>	
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ To demonstrate the ability to apply his/her knowledge and equipment in the field of entrepreneurship by actively channeling real processes in the sector.</li> <li>▪ Learning the entrepreneurship ecosystem actors to communicate with them and participate in professional development activities.</li> <li>▪ Evaluating and applying entrepreneurship dynamics within the framework of basic and current practices.</li> <li>▪ To be able to generate new project and business ideas and to pass these ideas through the entrepreneurship filter from an entrepreneurial perspective</li> <li>▪ To acquire and apply project development skills in teams.</li> <li>▪ To have the ability to interpret, question and apply the knowledge gained throughout the course within the existing entrepreneurship ecosystem and macroeconomic conjuncture.</li> <li>▪ To be individuals with improved social and intellectual capacity, visionary, high ethical values, ability to adapt to group communication and teamwork.</li> </ul>	

### 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 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 to Lecture & Information about Entrepreneurship Center Entrepreneurship Scorecard	Introduction to Entrepreneurship-II course Aim of the Course Teaching Techniques of the Course Information About the OSTMTECH Entrepreneurship Center The Concept of Entrepreneurship Scorecard The Application Process
2	Business Plan Overview Marketing Plan	Purpose How is a Good Business Plan Prepared? The Content
3	Organizational Plan Financial Plan	Purpose How is a Good Business Plan Prepared? The Content
4	Access to Seed Funding & Project Evaluation Investment Presentation & Pitching	Information about seed funding and venture capital, project evaluation and application process Information about global demoday and acceleration programs
5	Seminar	
6	Seminar	
7	Seminar	
<b>8</b>	<b>Midterm Assignment</b>	
9	Project – Group Study	Group evaluation and collaborative work
10	Project – Group Study	Group evaluation and collaborative work
11	Project – Group Study	Work on prototypes
12	Project – Group Study	Work on prototypes
13	Project – Group Study	Work on prototypes
14	Project – Group Study	Work on prototypes
15	Projects Pitching	Pitching trials
<b>16</b>	<b>Final Exam</b>	

**Textbook(s)/References/Materials:**

Hisrich R. Peters M. Shepherd D. (2020), Entrepreneurship Robert Hisrich, 11e. McGrawHill Education.

Şahin, B., (2020). Startuclar 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	40
General Exam / Final Jury	1	60
<b>Total</b>		<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		40
<b>Success Grade Contribution of End of Term</b>		60
<b>Total</b>		<b>100</b>

**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	8	1	8
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
<b>Total Workload</b>		<b>(44/25 =1,46)</b>	<b>44</b>

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	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
LO2	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
LO3	Learning the entrepreneurship ecosystem actors to communicate with them and participate in professional development activities.					x
LO4	Evaluating and applying entrepreneurship dynamics within the framework of basic and current practices.				x	
LO5	To be able to generate new project and business ideas and to pass these ideas through the entrepreneurship filter from an entrepreneurial perspective					x
LO6	To acquire and apply project development skills in teams.				x	
LO7	To have the ability to interpret, question and apply the knowledge gained throughout the course within the existing entrepreneurship ecosystem and macroeconomic conjuncture.					x
LO8	To be individuals with improved social and intellectual capacity, visionary, high ethical values, ability to adapt to group communication and teamwork.					x

<b>Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)</b>									
<b>Nu</b>	<b>Program Competencies</b>	<b>Learning Outcomes</b>							<b>Total Effect (1-5)</b>
		<b>LO1</b>	<b>LO2</b>	<b>LO3</b>	<b>LO4</b>	<b>LO5</b>	<b>LO6</b>	<b>LO7</b>	
<b>1</b>	Understanding the formal and informal processes associated with a business structure.		X						2
<b>2</b>	Evaluate a business on the basis of all functional units.		X						2
<b>3</b>	To use analytical thinking effectively in the decisions taken for the problem solving process.			X					3
<b>4</b>	Having a vision of self-improvement and learning.					X			5
<b>5</b>	To carry out all activities within this framework, equipped with ethics.								
<b>6</b>	To analyze the cases encountered by doing research and studies individually and as a team within the organization.								
<b>7</b>	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally.			X					
<b>8</b>	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.				X				
<b>9</b>	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.			X					3
<b>10</b>	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.								



11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.			X					3
12	To follow and correctly interpret the current trends developing within the framework of marketing.			X					3
								<b>TOTAL EFFECT</b>	<b>28</b>

**Policies and Procedures**

**Web page:** <https://www.ostimteknik.edu.tr/marketing-1242>

**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 phenomena, 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.

**Assignments:** 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.

**Missed exams:** 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.

**Projects:** Not applicable.

**Attendance:** 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.

**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.