OSTIM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

COURSE SYLLABUS FORM
2021-2022 FALL

EPR 121 Entrepreneurship I							
Course Name	**Course Code**	**Period**	**Hours**	**Application**	**Laboratory**	**Credit**	**ECTS**
Entrepreneurship I	EPR 121	1	2	0	2	1	2

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

The students who succeeded in this course will be able;

- To master the basic concepts of entrepreneurship in the literature,
- To omprehend 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 organize 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 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	Introduction to Entrepreneurship-I course Aim of the Course Teaching Techniques of the Course Information About the OSTİMTECH Entrepreneurship Center
2	Who is an Entrepreneur?	Entrepreneurship Path Definition of Entrepreneurship Qualifications of Entrepreneurship Types of Entrepreneurship
3	Entrepreneurship Scorecard	The Concept Aim and Facilities The Application Process
4	Idea Generation	Creativity Invention/Innovation Techniques and Idea Evaluation
5	Business Plan	Purpose How is a Good Business Plan Prepared? The Content
6	Business Canvas Model	Purpose How is a Good Business Canvas Prepared? The Content
7	Lean Startup Model	MVP Design Thinking Method Lean Startup Agile Growth Hacking
8	**Midterm**	
9	Patenting and Commercialization	What is a Patent? What is a Utility Model? TPE and WIPO Patent Application Process
10	What is a Startup?	The Definition What is it? What is not? The Qualifications The Distinctions
11	Startup Ecosystem Worldwide	What is Unicorn? What is Exit? Some Definitions as Demoday, Exit, Pitching
12	Failures of Startups	An Examples of Turkey
13	Branding in Entrepreneurship	Branding in Entrepreneurship Examples
14	Sustainability and Social Benefit in Entrepreneurship	Sustainable Business Model Sustainability and Social Benefit, Social Entrepreneurship and Examples
15	Startup Investing &Technology Development Zones	Startup Investments Alternatives and Current Trends Technology Development Zones and Their Role in Supporting Entrepreneurial Activities
16	**Final Exam**	

Textbook(s)/References/Materials:
Bamford, C. E., & Bruton, G. D. (2016). Entrepreneurship: The art, science, and process for success. McGraw-Hill Education.
Şahin, B., (2019). 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**