

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

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

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

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, discussion, guest speakers, in-class presentations
Class Time/Classroom	
Instructor	Assoc.Prof. Handan ÖZDEMİR
Office	F-922
E-mail	handan.ozdemir@ostimteknik.edu.tr
Office Hours	
Teaching Assistants	

Course Objective
The aim of this course; is to transfer 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 understand 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.

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Introduction/Syllabus Review Entrepreneurship Center	Aim of the Course Teaching Techniques of the Course The Concept, Aim and Facilities, The Application Process OSTİMTECH Entrepreneurship Center
2	Nature and Scope of Entrepreneurship	What Is Entrepreneurship? Why Become an entrepreneur? Types of Entrepreneurs. Types of Start-Up Firms, The Entrepreneurial Process Impact of Entrepreneurial Firms
3	Nature and Scope of Entrepreneurship	What Is Entrepreneurship? Why Become an entrepreneur? Types of Entrepreneurs. Types of Start-Up Firms, The Entrepreneurial Process Impact of Entrepreneurial Firms
4	Recognizing Opportunities and Generating Ideas	Identifying and Recognizing Opportunities Finding Gaps in the Marketplace Techniques for Generating Ideas
5	Feasibility Analysis	Product/Service Feasibility Analysis Industry/Target Market Feasibility Analysis Organizational Feasibility Analysis Financial Feasibility Analysis
6	Developing an Effective Business Model	The Importance and Diversity of Business Models Components of an Effective Business Model Strategic Resources
7	Industry and Competitor Analysis	The Five Forces Model Industry Types and the Opportunities They Offer Sources of Competitive Intelligence
8	MIDTERM EXAM	
9	Preparing a Business Plan	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
10	The Family Business	The Importance of Family Business What is Family Business? Family, Business and Ownership Systems Stages of Family Business Competitive Advantages of Family Business
11	Marketing, Financing or Funding Issues	Selecting a Market and Establishing a Position The 4Ps of Marketing for New Ventures Sales Process Sources of Equity Funding Sources of Debt Financing Leasing, Grant Programs, Strategic Partners
12	Preparing the Proper Ethical and Legal Foundation	Establishing a Strong Ethical Culture for a Firm The Importance of Legal Consultancy Drafting a Founders' Agreement Obtaining Business Licenses and Permits
13	In-class Presentations (January 4-5, 2023)	
14	In-class Presentations (January 11-12, 2023)	
	FINAL EXAM	

Textbook(s)/References/Materials:

- 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. McGraw Hill 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 (%)
Group Assignment	1	25
Presentation	1	5
In class participation	14	10
Midterm Exams	1	25
Final Exam	1	35
Total		100

ECTS / Workload Table

Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	14	2	28
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	14	3	42
Presentation / Seminar Preparation			
Projects			
Reports			
Assignment	1	4	4
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	4	4
Total Workload		(82/25 = 3,2)	82

Course' Contribution Level to Learning Outcomes						
Nu	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 learn to develop business and project ideas effectively thanks to the principles of entrepreneurship,					x
LO4	To discover the value proposition and other important dimensions of the project and business idea through the principles of developing a Business Model,				x	
LO5	To analyze the value of this idea within the scope of entrepreneurship, by developing the project idea in a technology-based field,					x
LO6	To learn to work and be organized as a team.				x	

Relationship Between Course Learning Outcomes and Program Competencies									
No	Program Competencies	Learning Outcomes							Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	
1	Know the basic concepts and practical information about the science of business administration and core business activities		X	X	X	X		X	5
2	Evaluate global and local issues by using ideas and concepts from the field of business administration; examine and analyze management related information and applications in line with scientific principles by using appropriate qualitative and quantitative methods; interpret and synthesise the data and find solutions to business related problems	X		X	X		X	X	5
3	Take responsibility as a member of an interdisciplinary team to solve unpredictable and complex business problems; be able to work effectively in teams of various functions and disciplines; effectively carry out project activities	X	X	X		X		X	5
4	Carry out independent studies in the field by utilizing obtained knowledge and skills	X	X	X		X		X	4
5	Set goals and objectives for the institution he/she works at; detect and solve basic problems; analyze the internal and external environment of the business; evaluate the developments, support continuous improvement and provide innovative strategies	X	X		X		X	X	5
6	Acquire the skill to manage activities aimed at the improvement of the employees as a leader, make decisions and implement them	X	X	X		X	X		4
7	Acquire the entrepreneurship skill; design and manage a business; promote innovativeness and sustainability	X	X	X	X	X	X	X	5
8	Maintain life-long learning activities; achieve self-improvement; follow higher level educational programs	X							1
9	Inform stakeholders with a sense of social responsibility as an individual with effective communication skills; share his/her emotions, thoughts and solutions to problems verbally and in writing; understand the behaviors and psychology of his/her colleagues		X	X		X	X		3
10	Use the information and communication technologies and computer software required by the field	X							1
11	Effectively use English to follow, read, write and speak about the universal information in the field of business and management sciences and be able to communicate with colleagues in a foreign language with professional proficiency	X	X	X	X	X			5
12	Act according to the law in all his/her affairs; have a sense of professional and ethical responsibility and code of business conduct and act in line with	X	X		X		X	X	5

Policies and Procedures
<p>Exams: Within the scope of EPR 121 course, there will be two face-to-face exams, one midterm and one final exam.</p>
<p>Assignment: Students will prepare a group project within the scope of the course. Each student will interview with an entrepreneur of his/her choice. The goal is to provide students with insights about entrepreneurship that cannot be obtained from classroom experience alone. Chose an entrepreneur in an industry (food, hospitality, logistic, retail, transportation, airline system, medicine, manufacturing, insurance, etc). The project will be prepared in groups of 2 and each group will write a "<u>hard copy report</u>". In addition, students will make presentations for their projects at the end of the semester.</p>
<p>Attendance and Regulations: Attendance is required in the EPR 121 course. Attendance at 70% of the course is mandatory. According to article 24-4/c of Ostim Technical University Associate Degree and Undergraduate Education and Examination Regulations; "The student who does not fulfill the attendance requirement will not be taken to the final exams. In this case, the exam of the student who takes the exams of the courses is deemed invalid.</p>
<p>Objections: Updates can be made to the programs and methods specified in this syllabus in line with the constraints or needs that may occur during the term.</p>