

## Content

| Course Code | Course Name      | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|------------------|----------|--------|----------|-----|--------|------|
| G424        | Entrepreneurship | 5        | 3      | 0        | 0   | 3      | 5    |

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|------------------------|--|
| Prerequisites          |  |
| Admission Requirements |  |

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Language of Instruction | French                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Course Level            | Bachelor Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Objective               | This course aims to teach the basics of entrepreneurship and the process including the creation and the takeover of the company.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Content                 | Week 1: Introduction to entrepreneurship<br>Week 2: Entrepreneurship, what is it?<br>Week 3: It all starts with an idea<br>Week 4: Getting information and help<br>Week 5: Elaborating the first draft of his/her project<br>Week 6: Validating his/her concept<br>Week 7: Building his/her Business Model<br>Week 8: Midterm exam<br>Week 9: Estimating his/her turnover<br>Week 10: Structuring the project<br>Week 11: Starting and envisioning the future<br>Week 12: Project presentation<br>Week 13: Project presentation<br>Week 14: Project presentation                                                                                                                                                                     |
| References              | <ul style="list-style-type: none"><li>• Entrepreneuriat, Michel Coster, 2009, Pearson Education, France.</li><li>• Entrepreneuriat, C. Léger-Jarniou, G. Certhoux, J.-M.Degeorge, N. Lameta &amp; H. Le Goff, DUNOD, 2016, France.</li><li>• Entrepreneurship, Successfully Launching New Ventures, Bruce R. Barringer &amp; R. Duane Ireland, 5th Edition, 2016, Pearson, Essex, England.</li><li>• New Venture Creation, Stephen Spinelli, Jr. &amp; Robert Adams, 9th Edition, 2012, McGraw-Hill Education, New York.</li><li>• Girişimcilik, Temel Kavramlar, Girişimcilik Türleri, Girişimcilikte Güncel Konular, 2017, Cinius Yayınları.</li><li>• Girişimcilik Okulu, E. Aysan Doğaner, 2014, Kuraldışı Yayıncılık.</li></ul> |

## Theory Topics

| Week | Weekly Contents                                   |
|------|---------------------------------------------------|
| 1    | Human dimension of the business model             |
| 2    | Marketing aspect of the entrepreneurial phenomena |
| 3    | Entrepreneur and strategy                         |
| 4    | Finance and business model                        |
| 5    | The business plan                                 |
| 6    | Startup                                           |
| 7    | Mid-term exam                                     |
| 8    | Growth strategies of the start-ups                |

| Week | Weekly Contents                                                       |
|------|-----------------------------------------------------------------------|
| 9    | Structuring of resources and legal strategy                           |
| 10   | Entrepreneurial process and management of human dynamics              |
| 11   | The necessary change of the buyer of a company                        |
| 12   | Intrapreneurship                                                      |
| 13   | Entrepreneurship and Innovation: incubation as an innovation strategy |
| 14   | Social entrepreneurship                                               |