

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
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| CNT417 | Entrepreneurship | 8 | 2 | 0 | 0 | 2 | 2 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | French |
| Course Type | Elective |
| Course Level | Bachelor Degree |
| Objective | <p>This course is designed to help students understand the important role that technological innovations play in the entrepreneurial process and to understand the process of establishing new technology-based enterprises using technological innovations. Entrepreneurship is the ability of an individual to make the best use of all the opportunities he or she has and to accept risks and bring an organization to success. Entrepreneurship is accepted as a character trait and those who exhibit successful entrepreneurship are called Entrepreneurs. This course provides knowledge and skills on the differentiating aspects of entrepreneurship at local, national and international and sectoral dimensions. However, first of all, students are taught about intellectual property and its protection. By encouraging students in the field of entrepreneurship, it is aimed to present their ideas verbally and in writing in the most effective way, to determine their resource needs and visions, and to make a concrete resource search study together with a business plan and to make a real entrepreneurship application (KOSGEB / TÜBİTAK, EU).</p> |
| Content | <ol style="list-style-type: none">1. Expression of innovative ideas, entrepreneurship2. Entrepreneurship, entrepreneur, types of entrepreneurship3. Entrepreneurial ethics4. Business plan and customer development5. Business types, spin off and start-up concepts, ownership types, customer segments6. Facilitating mechanisms: technology transfer offices, incubation centers, angel capital, domestic financial supports7. Income models8. Midterm Exam9. Facilitating mechanisms: EU supports, H2020 program10. Incubation center promotions11. Intellectual property rights, success stories12. KOSGEB Entrepreneurship supports13. Project presentations14. Project presentations |
| References | <ol style="list-style-type: none">1. The Startup Owner's Manual, The Step-by-Step Guide for Building a Great Company, Steve Blank ve Bob Dorf, K&S Ranch, Inc., 2012.2. Business Model Generation, Alexander Osterwalder ve Yves Pigneur, John Wiley&Sons, Inc. 2010.2. Girişimcilik. Dr Ibrahim Bozacı. Beta Yayınları, 2015, ISBN: 97860533335793. http://www.turkpatent.gov.tr/TURKPATENT/commonContent/Publications |

Theory Topics

| Week | Weekly Contents |
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