Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	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).
Content	1. Expression of innovative ideas, entrepreneurship 2. Entrepreneurship, entrepreneur, types of entrepreneurship 3. Entrepreneurial ethics 4. Business plan and customer development 5. Business types, spin off and start-up concepts, ownership types, customer segments 6. Facilitating mechanisms: technology transfer offices, incubation centers, angel capital, domestic financial supports 7. Income models 8. Midterm Exam 9. Facilitating mechanisms: EU supports, H2020 program 10. Incubation center promotions 11. Intellectual property rights, success stories 12. KOSGEB Entrepreneurship supports 13. Project presentations 14. Project presentations
References	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: 9786053333579 3. http://www.turkpatent.gov.tr/TURKPATENT/commonContent/Publications

Theory Topics

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