

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G424	Entrepreneurship	5	3	0	0	3	5
Prerequisites							
Admission Requirements							
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						
	Week 2: Entrepreneurship, what is it?						
	Week 3: It all starts with an idea						
	Week 4: Getting information and help						
	Week 5: Elaborating the first draft of his/her project						
	Week 6: Validating his/her concept						
	Week 7: Building his/her Business Model						
	Week 8: Midterm exam						
	Week 9: Estimating his/her turnover						
	Week 10: Structuring the project						
	Week 11: Starting and envisioning the future						
	Week 12: Project presentation						
	Week 13: Project presentation						
	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
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