

**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
CNT477	Enterprise Management And Entrepreneurship	8	2	0	0	2	3

Prerequisites

Admission Requirements

Language of Instruction French

Course Type Elective

Course Level Bachelor Degree

Objective In this course, the basic concepts of corporate governance and the subject of entrepreneurship will be explained with all the details

Corporate governance and its principles  
Business management and its characteristics  
Development of business plans and their applications  
Creating an enterprise and its development  
Models for entrepreneurship

Content Process of entrepreneurship  
People entrepreneur and their characteristics  
Management of entrepreneurship  
Risk and success factors of entrepreneurship  
Entrepreneurship in Turkey and support for entrepreneurs  
Industrial case studies for the entrepreneur and business management

References 1. Allan Afuah, Innovation Management: Strategies, Implementation, and Profits, Oxford University Press, 2003.  
2. Neil Lewis, Giriřimciler İçin 100 Kural, Sistem Yayıncılık, 2010.  
3. Yeni İş Geliřtirme Kılavuzu, İstanbul Sanayi Odası, Yayın No: 2011/17 (Güncelleřtirilmiř 4. Sürüm).  
4. İnovasyon Yönetimi, İstanbul Sanayi Odası, Yayın No: 2011/30.

Theory Topics

**Week** **Weekly Contents**