

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
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 (Güncelleřtirilmiş 4. Sürüm).
4. İnovasyon Yönetimi, İstanbul Sanayi Odası, Yayın No: 2011/30.

Theory Topics

Week **Weekly Contents**