

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CNT120	Entrepreneurship and Career Planning	2	1	1	0	1.5	2

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	<ul style="list-style-type: none">- Ensuring students discover different career opportunities and activities that will contribute to their careers- Providing information about intelligence and personality, helping students realize their strengths and areas that can be improved.to ensure- Introducing the concepts of knowledge, skills, abilities and competence, helping students understand the areas they are prone to.to ensure- Providing information to students about exchange programs, scholarships and internship opportunities that they can benefit from- Introducing platforms where students can communicate with companies- Introducing our university's KAGEM unit and explaining its activities- Providing information about product development, entrepreneurship and incentives
Content	<ul style="list-style-type: none">• Generating ideas• Needs analysis• Market research• Brand studies• Customer analysis• Steps to starting a business• Tax exemption laws 5746, 4691• Presentations to investors• Technical skills analysis• Financial and accounting advisor• BIGG, incubator, accelerator programs
References	<p>Gardner, H., & Hatch, T. (1989). Educational implications of the theory of multiple intelligences. <i>Educational researcher</i>, 18(8), 4-10.</p> <p>Sternberg, R. J. (1984). Toward a triarchic theory of human intelligence. <i>Behavioral and Brain Sciences</i>, 7(2), 269-287.</p> <p>Thurstone, L. L. (1946). Theories of intelligence. <i>The scientific monthly</i>, 62(2), 101-112.</p> <p>Judge, T. A., Higgins, C. A., Thoresen, C. J., & Barrick, M. R. (1999). The big five personality traits, general mental ability, and career success across the life span. <i>Personnel psychology</i>, 52(3), 621-652.</p>

Theory Topics

Week	Weekly Contents
1	What is a career?
2	What is intelligence? What is personality?
3	What are knowledge, skills, abilities and competence, what are their differences?

Week	Weekly Contents
4	Erasmus + Educational Mobility Program, Overseas Graduate Selection and Placement Program Mevlana, Exchange Program, Farabi Exchange Program, TÜBİTAK Scholarship Programs
5	Sectors: National non-governmental organizations, international non-governmental organizations, public sector, private sector, academy.
6	CV types, preparation, platforms that can be used.
7	Job Interviews
8	Midterm Exam
9	How to write a motivation letter?
10	Entrepreneurship
11	Product development
12	Software development methods
13	Incentive applications
14	Guest speaker from the industry