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
Content	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 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, Girişimciler İçin 100 Kural, Sistem Yayıncılık, 2010. 3. Yeni İş Geliştirme Kılavuzu, İstanbul Sanayi Odası, Yayın No: 2011/17 (Güncelleştirilmiş 4. Sürüm). 4. İnovasyon Yönetimi, İstanbul Sanayi Odası, Yayın No: 2011/30.

Theory Topics

Week	Weekly Contents