Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS	
CNT472	Enterprise Management And Entrepreneurship	8	2	0		2	2	
Prerequisites Admission Requirements								
Language of Instructio	n Turkish							
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	Business management and its of Development of business plans Creating an enterprise and its of Models for entrepreneurship Process of entrepreneurship People entrepreneur and their of Management of entrepreneursh Risk and success factors of entrepreneurship in Turkey and							
References	 Allan Afuah, Innovation Mar Neil Lewis, Girişimciler İçin Yeni İş Geliştirme Kılavuzu, 	 Allan Afuah, Innovation Management: Strategies, Implementation, and Profits, Oxford University Press, 2003. Neil Lewis, Girişimciler İçin 100 Kural, Sistem Yayıncılık, 2010. Yeni İş Geliştirme Kılavuzu, İstanbul Sanayi Odası, Yayın No: 2011/17 (Güncelleştirilmiş 4. Sürüm). İnovasyon Yönetimi, İstanbul Sanayi Odası, Yayın No: 2011/30. 						

Theory Topics

Weekly Contents