Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G424	Entrepreneurship	5	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	French	
Course Type	Elective	
Course Level	Bachelor Degree	
Objective	This course aims to teach the basics of entrepreneurship and the process including the creation and the takeover of the company.	
Content	Week 1: Human dimension of the business model Week 2: Marketing aspect of the entrepreneurial phenomena Week 3: Entrepreneur and strategy Week 4: Finance and business model Week 5: The business plan Week 6: Startup Week 7: Mid-term exam Week 8: Growth strategies of the start-ups Week 9: Structuring of resources and legal strategy Week 10: Entrepreneurial process and management of human dynamics Week 11: The necessary change of the buyer of a company Week 12: Intrapreneurship Week 13: Entrepreneurship and Innovation: incubation as an innovation strategy Week 14: Social entrepreneurship	
References	 Entrepreneuriat, Michel Coster, 2009, Pearson Education, France. Entrepreneuriat, C. Léger-Jarniou, G. Certhoux, JM.Degeorge, N. Lameta & H. Le Goff, DUNOD, 2016, France. Entrepreneurship, Successfully Launching New Ventures, Bruce R. Barringer & R. Duane Ireland, 5th Edition, 2016, Pearson, Essex, England. New Venture Creation, Stephen Spinelli, Jr. & Robert Adams, 9th Edition, 2012, McGraw-Hill Education, New York. Girişimcilik, Temel Kavramlar, Girişimcilik Türleri, Girişimcilikte Güncel Konular, 2017, Cinius Yayınları. Girişimcilik Okulu, E. Aysan Doğaner, 2014, Kuraldışı Yayıncılık. 	

Theory Topics

Week	Weekly Contents
1	Human dimension of the business model
2	Marketing aspect of the entrepreneurial phenomena
3	Entrepreneur and strategy
4	Finance and business model
5	The business plan
6	Startup
7	Mid-term exam
8	Growth strategies of the start-ups

Week	Weekly Contents	
9	Structuring of resources and legal strategy	
10	Entrepreneurial process and management of human dynamics	
11	The necessary change of the buyer of a company	
12	Intrapreneurship	
13	Entrepreneurship and Innovation: incubation as an innovation strategy	
14	Social entrepreneurship	