

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G424	Entrepreneurship	7	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	<p>Week 1: Human dimension of the business model</p> <p>Week 2: Marketing aspect of the entrepreneurial phenomena</p> <p>Week 3: Entrepreneur and strategy</p> <p>Week 4: Finance and business model</p> <p>Week 5: The business plan</p> <p>Week 6: Startup</p> <p>Week 7: Mid-term exam</p> <p>Week 8: Growth strategies of the start-ups</p> <p>Week 9: Structuring of resources and legal strategy</p> <p>Week 10: Entrepreneurial process and management of human dynamics</p> <p>Week 11: The necessary change of the buyer of a company</p> <p>Week 12: Intrapreneurship</p> <p>Week 13: Entrepreneurship and Innovation: incubation as an innovation strategy</p> <p>Week 14 : Social entrepreneurship</p>
References	<ul style="list-style-type: none">• Entrepreneuriat, Michel Coster, 2009, Pearson Education, France.• Entrepreneuriat, C. Léger-Jarniou, G. Certhoux, J.-M.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
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