## 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: Introduction to entrepreneurship Week 2: Entrepreneurship, what is it? Week 3: It all starts with an idea Week 4: Getting information and help Week 5: Elaborating the first draft of his/her project Week 6: Validating his/her concept Week 7: Building his/her Business Model Week 8: Midterm exam Week 9: Estimating his/her turnover Week 10: Structuring the project Week 11: Starting and envisioning the future Week 12: Project presentation Week 13: Project presentation Week 14: Project presentation  |  |
| References              | <ul> <li>Entrepreneuriat, Michel Coster, 2009, Pearson Education, France.</li> <li>Entrepreneuriat, C. Léger-Jarniou, G. Certhoux, JM.Degeorge, N. Lameta &amp; H. Le Goff, DUNOD, 2016, France.</li> <li>Entrepreneurship, Successfully Launching New Ventures, Bruce R. Barringer &amp; R. Duane Ireland, 5th Edition, 2016, Pearson, Essex, England.</li> <li>New Venture Creation, Stephen Spinelli, Jr. &amp; Robert Adams, 9th Edition, 2012, McGraw-Hill Education New York.</li> <li>Girişimcilik, Temel Kavramlar, Girişimcilik Türleri, Girişimcilikte Güncel Konular, 2017, Cinius Yayınları.</li> <li>Girişimcilik Okulu, E. Aysan Doğaner, 2014, Kuraldışı Yayıncılık.</li> </ul> |  |

## **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   |  |