|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| **Mobile Entrepreneurship** | ACM528 | 1 | 3 | 3 | 8 |

|  |  |
| --- | --- |
| **Prerequisites** | - |

|  |  |
| --- | --- |
| **Language of Instruction** | English http://www.ebs.sakarya.edu.tr/img/img_flags/tr.png |
| **Course Level** | Master Degree |
| **Course Type** | Elective |
| **Course Coordinator** |  |
| **Instructors** | Doç.Dr. Barbaros Bostan |
| **Assistants** |  |
| **Goals** | This lesson's purpose for students to see the opportunitied and to take risk and turn these into a business initiative. In the lesson how to organise labour, capital, natural resources and technology for an entrepreneur who wants to create value and be pioneer will be discusses. And also a business plan will be held more detailed in teorical and practical way, and every student will be supported to prepare a business plan . |
| **Content** | This lesson will teach the entrepreneur candidates how to prepare entrepreneurship model and how to prepare and present the business plan. |

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| The students will know the concept and process of the entrepreneurship | 1,2,3 | A,B,C |
| The students will have the knowledge of the processes about innovation and creativity in the entrepreneurship | 1,2,3 | A,B,C |
| The students know the subjects of acqusition and franchising system | 1,2,3 | A,B,C |
| The students can generate business models and strategies | 1,2,3 | A,B,C |
| The students have the knowledge of all parts and how to write a business plan | 1,2,3 | A,B,C |

|  |  |
| --- | --- |
| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion |
| **Assessment Methods::** | A: Exam, B:Presentation, C: Homework, D: Project, E: Laboratory |

|  |  |  |
| --- | --- | --- |
| **DERS AKIŞI** | | |
| **Hafta** | **Konular** | **Ön Hazırlık** |
| 1) | The historical development of entrepreneurship and the process of entrepreneurship | Course notes, text book |
| 2) | Creativity and innovation in entrepreneurship | Course notes |
| 3) | Business Establishment Process: Examining A Current Business | Course notes |
| 4) | Franchising System | Course notes |
| 5) | Generating Business Model and strategies | Course notes |
| 6) | Preparing business plans | Course notes |
| 7) | The parts of the business plan: Goods/Service and Strategies | Course notes |
| 8) | Midterm |  |
| 9) | The parts of the business plan: Marketing Plan and Strategies | Course notes |
| 10) | The parts of business plan: Financial plan and production plan | Course notes |
| 11) | The parts of the business plan: Management Plan | Course notes |
| 12) | The institutions that are supporting entrepreneurship and Supporting Conditions | Course notes |
| 13) | Project Presentation |  |
| 14) | Project Presentation |  |
| 15) | Final Examination |  |

|  |  |
| --- | --- |
| **SOURCES** | |
| **Textbook** | GİRİŞİMCİLİK KILAVUZU, REHA ULUHAN, T.C. AİLE VE SOSYAL POLİTİKALAR BAKANLIĞI YAYINLARI, 2011 |
| **Additional Resources** | GİRİŞİMCİLİK KILAVUZU, REHA ULUHAN, T.C. AİLE VE SOSYAL POLİTİKALAR BAKANLIĞI YAYINLARI, 2011 GİRİŞİMCİLİK, RIDVAN YURTSEVEN,DETAY YAY., ANKARA:2007 GİRİŞİMCİLİK, TEMEL KAVRAMLAR VE GÜNCEL UYGULAMALAR, SEMRA GÜNEY,SİYASAL YAY., ANKARA: 2008, GİRİŞİMCİNİN EL KİTABI, GUY KAWASAKI, MEDIACAT, İSTANBUL:2009 GİRİŞİMCİNİN EL KİTABI, RICHARD LUECKE, İŞ BANKASI YAY.,2008 GİRİŞİMCİLİK, ANADOLU ÜNİVERSİTESİ YAY., ESKİŞEHİR:2004 GİRİŞİMCİLİK VE KÜÇÜK İŞLETME YÖNETİMİ, ORHAN KÜÇÜK, SEÇKİN YAY., ANKARA:2007 THE SMALL BUSINESS BIBLE / STEVEN D. STRAUSS, JOHN WILEY & SONS, INC., 2005 |

|  |  |
| --- | --- |
| **MATERIAL SHARING** | |
| **Documents** | Course webside, course notes |
| **Homeworks** | Homeworks and in-term papers |
| **Exams** | Midtem, final |
|  |  |

|  |  |  |
| --- | --- | --- |
| **ASSESSMENT SYSTEM** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| **Mid-terms** | 1 | 35.71 |
| **Interm -papers** | 2 | 28.58 |
| **Homework** | 5 | 35.71 |
| **Total** |  | 100 |
| **Contribution Of Final Examination To Overall Grade** |  | 30 |
| **Contribution Of In-Term Studies To Overall Grade** |  | 70 |
| **Total** |  | 100 |

|  |  |
| --- | --- |
| **COURSE CATEGORY** | Expertise/Field Courses |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | | | | | | | |
| No | Program Learning Outcomes | | Contribution | | | | | | | | | | |
| 1 | 2 | | | 3 | | 4 | | 5 | |  |
| 1 | | E-Commerce and Technology Management Master graduated, Describe contemporary e-Commerce environment |  | |  |  | |  | |  | | X | |
| 2 | | E-Commerce and Technology Management Master graduated, Review concepts and terminology together with processes and management decisions involved |  | |  |  | |  | | X | |  | |
| 3 | | E-Commerce and Technology Management Master graduated, Apply techniques of using of JavaScript, JScript, DHTML, CSS, ASP, XML documents to external resources |  | |  |  | | X | |  | |  | |
| 4 | | E-Commerce and Technology Management Master graduated, Demonstrate an understanding of transforming and presentation languages |  | |  |  | |  | | X | |  | |
| 5 | | E-Commerce and Technology Management Master graduated, Assess major e-Commerce opportunities, limitations, issues and risks |  | |  |  | |  | |  | | X | |
| 6 | | E-Commerce and Technology Management Master graduated, Skills in project and risk management, awareness about importance of entrepreneurship, innovation and long-term development, and recognition of international standards and methodologies. |  | |  |  | |  | |  | | X | |
| 7 | | E-Commerce and Technology Management Master graduated, Recognition of the need for, and the ability to access information, to follow recent developments in science and technology, and to engage in life-long learning. |  | |  |  | |  | |  | | X | |
| 8 | | E-Commerce and Technology Management Master graduated An ability to design, implement and evaluate an information system, component, process or program that meets specified requirements. |  | |  |  | | X | |  | |  | |

|  |  |  |  |
| --- | --- | --- | --- |
| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| **Course Duration (Including the exam week: 16x Total course hours)** | 16 | 3 | 48 |
| **Hours for off-the-classroom study (Pre-study, practice)** | 16 | 3 | 48 |
| **Mid-terms** | 1 | 10 | 10 |
| **Homework** | 5 | 4 | 20 |
| **In-term papers** | 1 | 50 | 50 |
| **Final examination** | 1 | 20 | 20 |
| **Total Work Load** |  |  | 196 |
| **Total Work Load / 25 (h)** |  |  | 7,8 |
| **ECTS Credit of the Course** |  |  | 8 |