

UNDERGRADUATE COURSE DETAILS

Course Title: Entrepreneurship Practices				Code :		Faculty : Faculty of Economic and Administrative Sciences and All Faculties			
						Programme: All Programs			
Education and Teaching Methods							Credits		
Lecture	Application	Lab.	Project/ Field Study	Homework	Other	Total	Credit T+A+L=Credit	ECTS	
3	-	-	-	1	-	3			
Semester			Spring Term	Language			Turkish		
Course Type	Basic Scientific ☐		Scientific ☐	Technical Elective ☐		Social Elective ☒			
Course Objectives	Ensure that the students who want to establish their own business can demonstrate the personal qualities they have to possess for entrepreneurship, acquire the necessary knowledge and skills, practically acquire these competencies								
Learning Outcomes and Competencies	Business idea development, feasibility report preparation and decision making knowledge and skill								
Textbooks and/or References	- The Lean Startup-- Eric Ries - Business Model Generation- Yves Pigneur, Alexander Osterwalder - The 80/20 Principle- Richard Koch - Success is A Choice- Rick Pitino, David H. Hansson, Josan Fried - Purple Cow Transform Your Business by Being Remarkable - Seth Godin - Why We Buy?- Paco Underhill - The New Digital Age- Eric Schmidt, Jared Cohen								
ASSESSMENT CRITERIA									
Theoretical Courses			Project Course and Graduation Study						
	If any, mark as (X)	Percent (%)		If any, mark as (X)	Percent (%)				
Midterm Exams	X	30	Midterm Exams						
Quizzes		-	Midterm Controls						
Homework	X	10	Term Paper						
Term Paper, Project Reports, etc.	-	-	Oral Examination						
Laboratory Work	-	-	Final Exam						
Final Exam	X	60	Other						
Week	Subjects								
1	Entrepreneur Concept, Basic Characteristics of Entrepreneurs								
2	Recognizing Opportunities and Creating Ideas								
3	Entrepreneurship Film Series I: Moneyball								
4	Feasibility Study and Analysis								
5	Evaluations on Feasibility Reports								
6	Business Modeling and Application								
7	Market Analysis								
8	Business Plan and Components								
9	Midterm Exam								
10	Midterm Exam								
11	File Presentations on the Business Ideas of the Participating Students-I								
12	File Presentations on the Business Ideas of the Participating Students-II								
13	File Presentations on the Business Ideas of the Participating Students-III								
14	File Presentations on the Business Ideas of the Participating Students-IV								
Instructor/s	Prof. Dr. Tamer BOLAT/Business Administration and Management								
E-mail	tbolat@balikesir.edu.tr								
Website									