

Objectives of the Course

The main aim of this course is to develop theoretical understanding of entrepreneurship and innovativeness concepts shaping on today's economic and social life. In addition to that, to contribute to the development of people with entrepreneurial spirit by class discussions on entrepreneurship examples.

Course Contents

This course primarily focuses on the basic concepts of entrepreneurship knowledge. Special issues in entrepreneurship and the current situation in the tourism sector in our country and in the world are discussed in the second part. In this context, innovation, business plan, financing of entrepreneurship, intrapreneurship, women's entrepreneurship, social entrepreneurship and ecological entrepreneurship are discussed.

Recommended or Required Reading

Karadal, H. (2016). Girişimcilik, Geliştirilmiş 4.Baskı, Beta Yayınevi Çatı, K. (2016). Girişimcilik ve İnovasyon Yönetimi. 1. Baskı, Nobel Yayınevi Döm, S. (2012). Girişimcilik ve Küçük İşletme Yöneticiliği. 3. Baskı, Detay Yayıncılık Hasan Tutar ve Fırat Altınkaynak (2013), Girişimcilik, ANKARA: Detay Yayıncılık

Planned Learning Activities and Teaching Methods

The skills of conducting literature review and analysis on course topics will be acquired, and discussions will be guided by question-answer methods.

Recommended Optional Programme Components

Students should do detailed and extensive research before the presentation so that they will be prepared for the Q&A and discussions that will take place during class.

Instructor's Assistants

no teaching assistant

Presentation Of Course

The course consists of student presentations, Q&A, and discussions.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Ebru Güneren

Program Outcomes

1. able to analyze by using core concepts of entrepreneurship
2. able to analyze special topics of entrepreneurship within the scope of Turkish tourism industry
3. can use and contribute to the entrepreneurship literature in tourism discipline

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Entrepreneurial knowledge: business and production factors, entrepreneur and entrepreneurship concepts	
2	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Entrepreneurship information: ways and reasons to become an entrepreneur, functions of entrepreneurship and examples	
3	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Entrepreneurship process and business plan	
4	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Entrepreneurship and Innovation, current situation in our country's tourism sector	
5	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Financing Needs in Entrepreneurship	
6	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.	Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Financing Sources in Entrepreneurship	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
7	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.		Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Women entrepreneurship and the current situation in our country's tourism sector	
8			Midterm exam grades are based on an analysis of a paper approved by the instructor. This analysis form and the scoring rubric are provided to the student before the exam.	VİZE	
9	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.		Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Social entrepreneurship and the current situation in our country's tourism sector	
10	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.		Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Entrepreneurship Supports / Entrepreneurship incentives and supports for the tourism sector in our country	
11	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.		Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Eco-Entrepreneurship and the Current Situation in Our Country's Tourism Sector	
12	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.		Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Relationship between Entrepreneurship and Economic Development / Current Situation in Our Country	
13	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.		Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Sustainable Entrepreneurship / Current Situation in Our Country's Tourism Sector	
14	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.		Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Entrepreneurship in Tourism Literature (International Literature last 10 years)	
15	The student is expected to conduct a literature research for the presentation topic and report it in a presentation format.		Conducting literature research for the presentation topic by the student, making the presentation, question-answer session and discussion	Entrepreneurship in Tourism Literature (National Literature last 10 years)	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	3,00
Final	1	4,00
Diğer	2	6,00
Ara Sınav Hazırlık	1	14,00
Ders Öncesi Bireysel Çalışma	1	14,00
Ödev	2	10,00
Seminer	2	20,00
Tartışmalı Ders	11	3,00
Derse Katılım	11	3,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	5	5	5	4	5	4	5	5	4	5	5	4	5	4	5
L.O. 2	5	5	5	5	5	4	4	5	4	5	4	5	4	5	5
L.O. 3	5	5	5	5	5	3	4	5	4	4	5	5	4	5	4

Table :

- P.O. 1 :** Turizm İşletmeciliği alanında ve ilgili disiplinlerde sahip olduğu bilgiyi uzmanlık düzeyinde geliştirir ve derinleştirir.
- P.O. 2 :** Turizm alanı ile ilgili ulusal ve uluslararası hukuki düzenlemeleri kavrar ve uygular.
- P.O. 3 :** Turizm sektöründeki güncel konular ve sorunlar için yaratıcı ve pratik çözüm önerileri geliştirir.
- P.O. 4 :** Bilimsel araştırma yöntemlerini kullanarak alanıyla ilgili bir araştırmayı planlar, yürütür, değerlendirir ve rapor halinde sunar.
- P.O. 5 :** Makro ve mikro ölçekte turizm plan ve politikaları konusunda ayrıntılı bilgi sahibi olur.
- P.O. 6 :** Ulusal ve uluslararası turizm işletmelerini etkin şekilde yönetebilmek için gerekli olan önemli işletmecilik ilkelerini bilir, eleştirel şekilde değerlendirir ve uygular.
- P.O. 7 :** Turizm işletmeciliği ile ilgili rekabet stratejileri geliştirir ve uygular.
- P.O. 8 :** Alanında uzmanlık gerektiren konularda bir çalışmayı başkalarıyla ve bağımsız olarak etkin bir şekilde yürütür.
- P.O. 9 :** Yaşam boyu öğrenme için gerekli olan davranışlar ve yetkinlikler geliştirir.
- P.O. 10 :** Edindiği bilgi ve becerileri analiz eder, eleştirel şekilde yorumlar ve değerlendirir.
- P.O. 11 :** Bir yabancı dili en az Avrupa Dil Portföyü B2 genel düzeyinde kullanarak sözlü ve yazılı iletişim kurar.
- P.O. 12 :** Turizm İşletmeciliği alanıyla ilgili bilgisayar yazılımı, bilgi ve iletişim teknolojilerini ileri düzeyde kullanır.
- P.O. 13 :** Toplumsal ve mesleki etik değerleri kavrar, eleştirel bakış açısıyla değerlendirir ve uygun davranışlar geliştirir.
- P.O. 14 :** Yazılı ve sözlü olarak etkili iletişim ve sunum becerileri gösterir.
- P.O. 15 :** Sosyal adalet, kültürel değerler ve çevreye duyarlılık gibi konularda yeterli bilince sahip olur.
- L.O. 1 :** Girişimciliğin temel kavramlarını kullanarak analiz yapabilir
- L.O. 2 :** Girişimcilikte özel konuları ülkemiz turizm sektörü çerçevesinde analiz edebilir
- L.O. 3 :** Turizm disiplininde girişimcilik literatürünü kullanabilir ve geliştirebilir