

Year

Department of Marketing and Advertising / Department of Marketing and Advertising /						
Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS
HİT208	ENTERPRENEURSHIP	1.00	1.00	0.00	2.00	3.00
Course Detail						
<b>Course Language</b>	: Turkish					
<b>Qualification Degree</b>	: PreBachelor					
<b>Course Type</b>	: Optional					
<b>Preconditions</b>	: Not					
<b>Objectives of the Course</b>	: Between the developing and changing world, who increasingly important theoretical and practical work, making entrepreneurship in students a sense of entrepreneurship to place.					
<b>Course Contents</b>	: Entrepreneurship related concepts; The importance of entrepreneurship and development, characteristics of entrepreneurs, responsibilities of Entrepreneurs, Entrepreneurial types, reasons for being entrepreneurial, Entrepreneurship in success and failure causes, setting up a business idea and alternatives, Franchising and features, entrepreneurship examples from Turkey and the world					
<b>Recommended or Required Reading</b>	: Lecture Notes Anadolu Üniversitesi Açık Öğretim Fakültesi.(2019). Girişimcilik. Eskişehir. Computer, Internet, Presentation Devices, Sound System, Course Book					
<b>Planned Learning Activities and Teaching Methods</b>	: Lecture, Question and Answer, Presentation					
<b>Recommended Optional Programme Components</b>	: Course participation, tracking of course notes					
<b>Course Instructors</b>	: Öğr. Gör. Aynur Karakoç					
<b>Instructor's Assistants</b>	: There is no teaching assistant assigned to this course. Course instructor: Lecturer Aynur KARAKOÇ					
<b>Presentation Of Course</b>	: Face to face					
<b>Update Date</b>	: 2/5/2026 4:47:34 PM					
<b>Dosya İndirilme Tarihi</b>	: 2/7/2026					

Course Outcomes	
<b>Upon the completion of this course a student :</b>	
1	Can explain concepts related to entrepreneurship.
2	Can determine the factors of achievement in entrepreneurship.
3	Can solve the problems related to entrepreneurship.
4	Can develop competence in creative thinking and in searching for new business ideas.
5	Can evaluate the characteristic features and success factors of a successful entrepreneur, as well as their roles within the business life cycle.

Pre / Side Conditions							
Course Code	Course Name	Condition	Teorical	Practice	Laboratory	Credits	ECTS

Weekly Contents						
	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*Basic Concepts of Entrepreneurship			*Students are expected to study pages 1–21 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.1
2.Week	*The Historical Development of Entrepreneurship and the Characteristics of the Entrepreneur			*Students are expected to study pages 22–32 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1 Ö.Ç.2
3.Week	*Determining the characteristics of entrepreneurship.			*Students are expected to study pages 33–39 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.1 Ö.Ç.2
4.Week	*Reasons for Becoming an Entrepreneur			*Students are expected to study pages 40–44 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.2 Ö.Ç.2 Ö.Ç.4 Ö.Ç.5
5.Week	*Functions of an Entrepreneur			*Students are expected to study pages 45–55 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
6.Week	*Types of Entrepreneurship			*Students are expected to study pages 56–76 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.2 Ö.Ç.1 Ö.Ç.2
7.Week	*Types of Entrepreneurship and Examples			*Students are expected to study pages 77–100 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.2 Ö.Ç.1 Ö.Ç.2 Ö.Ç.5 Ö.Ç.5
8.Week	*Midterm Exam					
9.Week	*Creativity in Entrepreneurship			*Students are expected to study pages 101–115 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.2 Ö.Ç.2 Ö.Ç.4 Ö.Ç.5
10.Week	*Factors Enhancing Creativity			*Students are expected to study pages 116–125 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.2 Ö.Ç.2 Ö.Ç.4 Ö.Ç.5
11.Week	*Factors Hindering Creativity			*Students are expected to study pages 126–131 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.3 Ö.Ç.3 Ö.Ç.4
12.Week	*Franchising			*Students are expected to study pages 132–148 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.4 Ö.Ç.5 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
13.Week	*Advantages and Disadvantages of Entrepreneurship			*Students are expected to study pages 149–163 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.4 Ö.Ç.5 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
14.Week	*Innovation in Entrepreneurship and Successful Entrepreneur Examples in Our Country			*Students are expected to study pages 164–214 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.2 Ö.Ç.2 Ö.Ç.4 Ö.Ç.5
15.Week	*Entrepreneurs in Developed and Developing Countries			*Students are expected to study pages 215–224 of the course notes.	*Oral lecture, practice, discussion, presentation, homework	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3

Assesment Methods %
1 Ara Sınav : 40.000
3 Final : 60.000

ECTS Workload			
Activities	Count	Time(Hour)	Sum of Workload
Vize	1	1.00	1.00
Ara Sınav Hazırlık	3	5.00	15.00
Final	1	1.00	1.00
Final Sınavı Hazırlık	3	5.00	15.00
Derse Katılım	14	2.00	28.00
Ders Öncesi Bireysel Çalışma	14	2.00	28.00
Ders Sonrası Bireysel Çalışma	2	1.00	2.00
			Total : 90.00
			Sum of Workload / 30 ( Hour ) : 3
			ECTS : 3.00

Program And OutcomeRelation														
	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. 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
L.O. 1	4	1	3	2	2	2	1	3	2	1	1	1	2	3
L.O. 2	3	1	3	2	4	2	2	2	2	1	1	1	2	3
L.O. 3	3	1	3	2	5	2	3	2	2	1	1	1	2	2
L.O. 4	3	1	3	2	4	2	2	3	2	1	1	2	2	3
L.O. 5	3	1	2	1	4	2	2	3	3	1	1	1	2	3
<b>Avarage</b>	3.20	1.00	2.80	1.80	3.80	2.00	2.00	2.60	2.20	1.00	1.00	1.20	2.00	2.80

Ders/Program Çıktıları İlişkisi														
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	

BEWARE OF PLAGIARISM! Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person's ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarılma Talebi : Engel durumuna ilişkin herhangi bir uyarılma talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevşehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.