

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS FORM**

EPR 322 Entrepreneurship and Social Impact IV							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Entrepreneurship and Social Impact IV	EPR 322	6	0	0	0	0	0

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer, Practice

Course Objective
<p>The aim of the course is; to encourage students to participate in various activities during the semester, to raise awareness about entrepreneurship and to contribute to students' entrepreneurial abilities. In addition, within the scope of the course, it is aimed that students will be able to analyze entrepreneurial business idea development and implementation deficiencies in their subject areas. Another aim of the course is to contribute to the students' entrepreneurship project proposals and new business ideas at the end of the semester.</p>

Learning Outcomes
<p>Students who become successful in this course will be able;</p> <ol style="list-style-type: none"> 1. to carry out studies that will affect the society, within the scope of the concepts of social responsibility and volunteering, 2. to interact with various foundations and associations, 3. to carry out field studies within the scope of social impact, 4. to address a social problem and turn this problem into a business plan, 5. to work in teams and to be organized.

Course Outline

This course includes conferences, seminars and projects within the scope of social entrepreneurship, entrepreneurship and social responsibility concepts, visits will be made to various foundations and associations within the scope of social responsibility. As a result of these activities, it is expected that a problem will be handled and transferred into a business plan, and then delivered as a presentation and report.

Scoring Criteria for Entrepreneurship and Social Impact Course

	Activity	Points	Considerations
1	Participation in the SEPIP Event	2	Being on the participant event list
2	Participation in the Seminar/Conference	2	Being on the participant event list
3	Participation in courses	2	Certificate
4	Taking part in BAP projects	6	Being on the participant event list
5	Taking part in the Social Responsibility project	3	Being on the participant event list
6	Animal Shelter Visit	3	Photo
7	Nursing Home Visit	3	Photo
8	Refugee Camp Aid Activities	3	Documentation
9	Humanitarian Aid Organizations Activities	5	Documentation
10	Tree Planting	2	Video, Photo
11	Participation in voluntary activities on behalf of the university	2	Documentation
12	Participation in Social Aid Campaigns	2	Documentation
13	Organizing a Social Aid Campaign	5	Documentation
14	Participating in Demo Day	10	Documentation
15	Making a Presentation on Demo Day	50	Documentation
TOTAL		100	

Textbook(s)/References/Materials:

Textbook:

Systems of innovation, Christopher Freeman, 3rd edition, 2008

Supplementary References:

The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, Steve Blank and Bob Dorf, 2014

Other Materials:

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Class participation and performance		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	50
General Exam / Final Jury	1	50
Total		100
Success Grade Contribution of Semester Studies		50
Success Grade Contribution of End of Term		50
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 16 x total course hours)	16	2	32
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	1	16
Presentation / Seminar Preparation	1	1	1
Projects	1	3	3
Reports			
Homework	10	0,5	5
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	2	2
Preparation Period for the Final Exam / General Jury	1	2	2
Total Workload	(61/25 = 2,44)		61

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To show the ability to apply knowledge and equipment in the field of entrepreneurship by actively channeling it to real processes in the sector.					X
LO2	To learn and communicate with the actors of the entrepreneurship ecosystem and to participate in professional development activities.					X
LO3	To evaluate and apply entrepreneurial dynamics by placing them within the framework of basic and current practices.				X	
LO4	To be able to produce new project and business from an entrepreneurial perspective.					X
LO5	To apply project development skills in teams.				X	
LO6	To have the ability to interpret, question and apply the knowledge gained during the course within the current entrepreneurship ecosystem and macroeconomic conjuncture.					X
LO7	To be individuals with advanced social and intellectual capacity, vision, high ethical values, and ability to adapt to group communication and teamwork.					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)									
Nu	Program Competencies	Learning Outcomes							Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	
1	Understanding the formal and informal processes associated with a business structure.		X		X				2
2	Evaluate a business on the basis of all functional units.		X			X			2
3	To use analytical thinking effectively in the decisions taken for the problem solving process.	X		X			X		3
4	Having a vision of self-improvement and learning.	X	X	X	X	X			5
5	To carry out all activities within this framework, equipped with ethics.								
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.								
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally.			X	X	X			3
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.		X	X			X	X	4
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.		X		X		X		3
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.								

11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	X			X	X	X		4
12	To follow and correctly interpret the current trends developing within the framework of marketing.	X		X		X			3
TOTAL EFFECT									29

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/marketing-1242>

Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, ie. open-ended questions, which can also be in the form of problems or multiple-choice questions.

Assignments: Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.

Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.

Projects: Not applicable.

Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.

Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.

