

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

EPR 121 Fundamentals of Entrepreneurship							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Fundamentals of Entrepreneurship	EPR 121	1	2	2	0	1	2

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, discussion, guest speakers, in-class presentations

Course Objective

The aim of this course; transferring basic information about entrepreneurship to students and establishing project groups to realize the project ideas they will develop within the framework of these principles. The existing literature on entrepreneurship in the world will be conveyed to the students, and this will enable them to understand the place and importance of entrepreneurship in the global economic system. Business Model Development practices will be taught to students, enabling them to clarify project ideas and test whether this project idea is a value proposition for entrepreneurship.

Learning Outcomes

The students who succeeded in this course will be able;

1. To master the basic concepts of entrepreneurship in the literature,
2. To understand the place and importance of entrepreneurship in the global economic system,
3. To learn to develop business and project ideas effectively thanks to the principles of entrepreneurship,
4. To discover the value proposition and other important dimensions of the project and business idea through the principles of developing a Business Model,
5. To analyze the value of this idea within the scope of entrepreneurship, by developing the project idea in a technology-based field,
6. To learn to work and be organized as a team.

Course Outline

This course starts with the introduction of OSTİMTECH's Entrepreneurship Center and nature of the entrepreneurship. After then topics are turn to recognizing opportunities, analysis of market and competitors, developing business models, types of businesses, issues and legal procedures.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Introduction/Syllabus Review Entrepreneurship Center	Aim of the Course Teaching Techniques of the Course The Concept, Aim and Facilities, The Application Process OSTİMTECH Entrepreneurship Center
2-3	Nature and Scope of Entrepreneurship	What Is Entrepreneurship? Why become an entrepreneur? Types of Entrepreneurs Types of Start-Up Firms The Entrepreneurial Process Impact of Entrepreneurial Firms
4	Recognizing Opportunities and Generating Ideas	Identifying and Recognizing Opportunities, Finding Gaps in the Marketplace, Techniques for Generating Ideas
5	Feasibility Analysis	Product/Service Feasibility Analysis, Industry/Target Market Feasibility Analysis, Organizational Feasibility Analysis, Financial Feasibility Analysis
6	Developing an Effective Business Model	The Importance and Diversity of Business Models, Components of an Effective Business Model, Strategic Resources
7	Industry and Competitor Analysis	The Five Forces Model, Industry Types and the Opportunities They Offer, Sources of Competitive Intelligence
8	MIDTERM EXAM	
9	Preparing a Business Plan	Reasons for Writing a Business Plan, Guidelines for Writing a Business Plan, The Presentation of a Business Plan, Questions and Feedback to Expect from Investors

10	The Family Business	The Importance of Family Business, What is Family Business? Family, Business and Ownership Systems, Stages of Family Business, Competitive Advantages of Family Business
11	Marketing, Financing or Funding Issues	Selecting a Market and Establishing a Position, The 4Ps of Marketing for New Ventures, Sales Process, Sources of Equity Funding, Sources of Debt Financing, Leasing, Grant Programs, Strategic Partners
12	Preparing the Proper Ethical and Legal Foundation	Establishing a Strong Ethical Culture for a Firm, The Importance of Legal Consultancy, Drafting a Founders' Agreement, Obtaining Business Licenses and Permits
13	In-class presentation	
14	In-class presentation	
15	FINAL EXAM	
Textbook(s)/References/Materials:		
<p>Textbook:</p> <ul style="list-style-type: none"> • Barringer, B. (2021). Entrepreneurship: Successfully Launching New Ventures 6th Edition. • Bamford, C. E., & Bruton, G. D. (2016), Entrepreneurship: The art, science, and process for success. McGraw-Hill Education. • Harvard Business Review-Entrepreneur's Handbook by: Harvard Business Review Press, 2018. • Hisrich R. Peters M. Shepherd D. (2020), Entrepreneurship Robert Hisrich, 11e. McGraw Hill Education. • Jones, O., Macpherson, A., & Jayawarna, D. (2013). Resourcing the start-up business: Creating dynamic entrepreneurial learning capabilities. Routledge. • Kuratko, D. F. (2016). Entrepreneurship: Theory, process, and practice. Cengage learning. • Neck, H. M., Neck, C. P., & Murray, E. L. (2019). Entrepreneurship: The practice and mindset. Sage Publications. • Şahin, B., (2019). Startuplar Pazarda. Gazi Kitabevi. 		
Supplementary References:		
Other Materials:		

Assessment			
Studies	Number	Contribution margin (%)	
Attendance	14	10	
Lab			
Class participation and performance			
Field Study			
Course-Specific Internship (if any)			
Quizzes / Studio / Critical			
Homework			
Presentation	1	5	
Projects	1	25	
Report			
Seminar			
Midterm Exam/Midterm Jury	1	25	
General Exam / Final Jury	1	35	
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)	14	2	28
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	14	3	42
Presentation / Seminar Preparation			
Projects			
Reports			
Homework	1	4	4
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	4	4
Total Workload		(68/25 = 2,72)	68

The Relationship Between Course Learning Outcomes and Program Qualifications (Department of Marketing)										
Nu	Program Qualifications	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			3
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.									

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	3
12	To follow and correctly interpret the current trends developing within the framework of marketing.			X			X	X	3
TOTAL EFFECT									24

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.