

DEPARTMENT OF MECHATRONIC ENGINEERING
COURSE SYLLABUS

Course Details				
Code	Academic Year			Semester
ING404	4			Spring
Title	T	A	L	ECTS
Entrepreneurship	2	0	0	2
Language	German			
Level	Undergraduate	X	Graduate	Postgraduate
Department / Program	Computer Science			
Forms of Teaching and Learning	Face-to-Face, Group Study, Individual Study.			
Course Type	Compulsory		Elective	X
Objectives	<p>Upon successful completion of this course, a student will have comprehensive knowledge of below subjects,</p> <ul style="list-style-type: none"> - Describe and explain the general process and the roles that are involved in developing an idea and starting a new technology-based company - Analyse and evaluate company organisation and projects, customers, markets, finance and personnel issues when starting up a new technology-based company - Describe and critically review a product and process development process 			
Content	<ul style="list-style-type: none"> - Conceptual phase: introduction to thematic topic, case selection, project teams, first discussions - Business phase (elaboration of business model, branding, market structure, venture process and finance) 			
Prerequisites	None			
Coordinator	DI Dr. Ahmet Yıldız			
Lecturer(s)	DI Dr. Ahmet Yıldız			
Assistant(s)				
Work Placement	None			
Recommended or Required Reading				
Books / Lecture Notes	- McGourty, Jack. "Technology Ventures: From Idea to Enterprise." (2009)			
Other Sources	- Bolton, Bill K., and John Thompson. Entrepreneurs: Talent, temperament, technique. Routledge (2004)			
Additional Course Material				

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Documents	-		
Assignments	-		
Exams	-		
Course Composition			
Mathematics und Basic Sciences			%
Engineering			%
Engineering Design	50		%
Social Sciences			%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge	50		%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam			
Quiz			
Assignments	3		50
Attendance			
Recitations			
Projects			
Final Exam	1		50
		Total	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	1	10	10
Assignments	3	4	12
Presentation / Seminar Preparation	1	6	6
Midterm Exam			

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Recitations			
Laboratory			
Projects			
Final Exam			
Total Work Load			56
ECTS Points (Total Work Load / 28)			2

Learning Outcomes

1	Identify and evaluate an idea; assess the market
2	Leverage experiments to validate your idea and refine your business strategy
3	Appreciate the risks and rewards of entrepreneurship
4	Discover the key financial decisions any entrepreneur must make in the early stages of a new venture
5	Effectively pitch a business idea to a potential investor

Weekly Content

1	"Entrepreneur" and Lean Start-Up
2	Business Idea and Evaluation
3	Building a Team
4	Customer segmentation
5	Assignment in teamwork
6	Lean Canvas
7	Competition and Customer Feedback
8	Assignment in teamwork
9	Midterm Exam Week
10	Business Plan
11	Business Plan
12	Success Story
13	Assignment in teamwork
14	Techniques and Tips for a good Pitch
15	Presentation

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
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1	5	5	4			3	1
2	5	5	4			3	1
3	5	5	4			3	1
4	5	5	4			3	1
5	5	5	3			3	1
Contribution Level		1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High					
Compiled by:		MSc. Melce Hüsünbeyi					
Date of Compilation:		19.03.2020, 26.02.2021					