

M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details				
Code	Academic Year			Semester
BM018	1			Elective
Title	T	A	L	ECTS
Entrepreneurship	3	0	0	6
Language	English			
Level	Undergraduate	Graduate	X	Postgraduate
Department / Program	Business Management			
Forms of Teaching and Learning	Face to face			
Course Type	Compulsory	Elective	X	
Objectives	Taking the entrepreneurial perspective, recognizing entrepreneurial opportunities and taking the necessary measures.			
Content	Learn the theoretical concepts of entrepreneurship, analyze business models and create a business plan.			
Prerequisites	-			
Coordinator	Prof. Dr. Orhan KOCAGÖZ			
Lecturer(s)	Prof. Dr. Orhan KOCAGÖZ, Semih PALA			
Assistant(s)	-			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Essentials of Entrepreneurship and Small Business Management, 6th Edition, Scarborough, Norman M., Pearson Education, 2011.			
Other Sources	Osterwalder, A., Pigneur, Y.: Business Model Generation, Frankfurt: Campus, 2011			
Additional Course Material				
Documents	-			
Assignments	-			
Exams	-			
Course Composition				
Mathematics und Basic Sciences				%
Engineering				%
Engineering Design				%
Social Sciences				100%
Educational Sciences				%
Natural Sciences				%

M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Health Sciences		%
Expert Knowledge		%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz		
Assignments		
Attendance		
Recitations		
Projects		
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	48	48
Recitations			
Laboratory			
Projects			
Final Exam	1	48	48
Total Work Load			180
ECTS Points (Total Work Load / Hour)			6

Learning Outcomes

1	Explain the theoretical concepts of entrepreneurship and transfer them to business cases
2	Take the entrepreneurial perspective and recognize the opportunities and risks arising in this context and initiate appropriate measures
3	Recognize business opportunities and develop business ideas in the ongoing process
4	Design and outline innovative business models
5	Learn and apply a business venturing process and create a business plan

Weekly Content

1	Entrepreneurship: Definitions and theoretical basics
2	Economic significance of start-ups

**M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM**

3	Motivation of the founder and risks of business venturing
4	Entrepreneurial opportunities, idea development and creative techniques
5	Business Models: Basics and case studies
6	Objective, content and structure of business plans
7	Entrepreneurial marketing and financing of start-ups
8	Finding an idea for starting a business and developing a business model
9	Midterm Exam
10	Delimitation: Entrepreneurship, Intrapreneurship and Corporate Entrepreneurship
11	Delimitation: Entrepreneurship, Innovation Management and Entrepreneurial Ecosystems
12	E-entrepreneurship and digital value creation as well as digital business models
13	Use of business model creation tools: Design Thinking and Business Model Canvas
14	Present business ideas and business plans
15	Present business ideas and business plans

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

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	3	2	5	5	3	2	2	3	4	4	4	3	3
2	3	2	5	5	3	2	2	3	4	4	4	3	3
3	3	2	5	5	3	2	2	3	4	4	4	3	3
4	3	2	5	5	3	2	2	3	4	4	4	3	3
5	3	2	5	5	3	2	2	3	4	4	4	3	3

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

Compiled by: Prof. Dr. Orhan KOCAGÖZ

Date of Compilation: 04.06.2020