



ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE		COURSE NAME	Entrepreneurship
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VI	2	0	0	2	4	CORE () ELECTIVE (X)	Turkish

COURSE CATEGORY

Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
	X			

ASSESSMENT CRITERIAS

DURING TERM	Activity	Number	Percentage (%)
	I. Mid-Term		
II. Mid-Term			
Quiz			
Homework			
Project			
Report			
Other (.....)			
FINAL EXAM			60

PREREQUISITE(S) (IF ANY)	
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COURSE CONTENT	The concept and features of entrepreneurship, the process of entrepreneurship and business idea, the way of assuming the business risks, success factors in entrepreneurship, envisagement in entrepreneurship, entrepreneurship culture, business ethics.
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COURSE OBJECTIVES	Obtaining the basic knowledge of entrepreneurship, to gain the point of view in order to found own business, ensuring the development of business ideas in tourism sector
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CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	
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COURSE OUTCOMES	To learn the concepts of entrepreneurship To have the information about the types of business To recognize the success factors and the reasons for failures in business To comprehend the basic steps of the course of establishing a business
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TEXTBOOK(S)	Küçük, O. (2017). Girişimcilik ve Küçük İşletme Yönetimi. Seçkin Yayıncılık Döm, S. (2008). Girişimcilik ve Küçük İşletme Yöneticiliği. Detay Yayıncılık
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SUPPORTIVE RESOURCES	Girişimcilik ve İş Kurma. Anadolu Üniversitesi Yayını. (2018). Yayın No.2555 Teknoloji, İnovasyon ve Girişimcilik. Anadolu Üniversitesi Yayını. (2020). Yayın No.3982
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EQUIPMENTS REQUIRED	
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COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Concept of entrepreneurship and entrepreneurship types
2	The social, economic and cultural basis of entrepreneurship
3	The periods of entrepreneurship
4	The factors of success and failures in entrepreneurship
5	Types of business
6	The basic stages of business establishment
7	Purchasing a running business
8	Franchising
9	Envisagement in entrepreneurship
10	Internal entrepreneurship
11	The foundations backing up small business
12	Business plan
13	The problems of small business and their solutions
14	Business ethics, social responsibility and Entrepreneurship
15,16	Final Exam

No.	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.	X		
2	To be able to plan the process of investment of a new established tourism company.	X		
3	To be able to manage companies to be established in the areas of tourism.	X		
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.	X		
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.	X		
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management	X		
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.		X	
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X

1:Never. 2:Few. 3:Many.

Instructor Name :