

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 3106	Entrepreneurship and Marketing	2021/Spring	0	0	0	2

Level of Course: Undergraduate

Course Type: Core Course

Language of

Instruction: English

Course time: Wed 16.30p– 18.20p

Office hours: You can request an appointment.

Course classroom: Online

Mode of Delivery: Projects, duties, events and assignments

Prerequisites and

Co-requisites:

Course Coordinator: Assoc. Prof. Dr. Mustafa KÜÇÜKTÜVEK

Name of Lecturer(s): Assoc. Prof. Dr. Mustafa KÜÇÜKTÜVEK

Course Teaching

Assistant:

Course Objectives: People Empowerment
Diversification
Creation of Employment
Individual Competence

Course Description: In the new economy, the highest value-added factors are entrepreneurship and innovation. It aims to create awareness in entrepreneurship and to introduce the applications they will use in their careers. Introduction to entrepreneurship, entrepreneurship planning and perspective is given. Students are given the skills to create social networks through cultural activities and they are intended to be self-confident intellectual individuals.

Learning Outcomes: *Upon successful completion of the course, students will be able to:*
to develop knowledge on how to assess business opportunities and an in-depth understanding of what typically characterize successes and failures
to develop knowledge about key processes necessary to bring new products and services to market and key challenges facing the entrepreneur at different stages of the entrepreneurial voyage
You are able to assess the commercial viability of new technologies, business opportunities and existing companies
to plan, organize, and execute a project or new venture with the goal of bringing new products and service to the market
to carry out scientific research in the field of entrepreneurship
To improve your interpersonal and collaborative skills
To effectively combine your understanding of technology and entrepreneurship in a cross-disciplinary fashion to identify and develop attractive opportunities within your field of experience
To write reports and communicate the results in a professional manner

Language: Communication will be in English.

Text Books: Principles of Marketing, 8th Edition. Philip T. Kotler, Northwestern University. Gary Armstrong, University of North Carolina. ©1999 |

Recommended sources: Understanding entrepreneurship basics and fundamentals
(<https://www.youtube.com/watch?v=7bMpgBuoZY0>)

Planned Learning Activities and Teaching Method: This course is not including any practical or theoretical class teaching. Instructor will lead you to reach your learning outcomes thanks to some specific projects events and duties.

Method: Here are the skills to be developed for the students.

Social skills:

Speaking in front of the public: This is not far from the situation, as students make presentations to their teachers and other students during their education. It is important to remember that speaking in public in the business world is somewhat different and more comprehensive than this. If the new graduate is concerned about this, he / she can participate in different groups. In this way, he gradually develops the ability to speak in front of the community and gets rid of his anxiety.

Tension in the workplace: In business, there may be tensions with managers or colleagues. It is important that the person develops an appropriate communication language without worrying about himself and the other person. In cases where emotions are in the center, logic and rationality are ignored, there can be no problem. Therefore, it is always necessary to pay attention to the relationship between empathy and respect.

Teamwork: Producing and sharing as a team in the workplace is not experienced by the new graduate. It is very important to be prepared for the team work in which there are different opinions and working styles, but it is necessary to work together in a common point and work efficiently.

Career skills:

Humility and patience: Certainly the future will be brilliant for the employee who experiences, instead of being obsessed with the immediate rise, by being modest and patient, and by improving himself / herself by learning. Therefore, the new graduate should not be in a hurry when it comes to salary or title, to focus on what he has learned, but never forget his own worth.

Knowledgeable: Whatever is done in business life, knowledge, personal development and personal development are very important when it comes to agenda, sector or general culture. Employees who have an idea and knowledge in every field and are open to learning are always one step ahead.

Time management: One of the most important issues at work is time management. There is no need to say that a new graduate, who is scattered in his student life, is always late for classes, who missed the exams, will have a hard time in business life. Before starting his / her business life, it is necessary to give energy and attention to this subject.

Assignments:

20% Preparing a CV (formatted, kariyer.net etc.)

10% Registration of business networks (<https://tr.linkedin.com/>, <https://armut.com/> etc.)

50% Preparing a portfolio

20% Membership and/or dialog with Chamber of Interior Architects

Total 100%

Final Project:

30% Creating a brand

40% Preparing and advertisement

30% Selling a service or product

Total 100%

Participation: At the end of the Semester, your attendance will be reported on UBS system. Participation of the events is compulsory and in case of absenteeism of more than 30%, the system will automatically grade you "FX". If you miss an event, it is your responsibility to 'make up' all work, including items discussed in the event. If you need to leave early for whatever reason, you should exercise politeness and notify your professor at the commencement of the session.

Academic integrity & plagiarism: Academic integrity is the pursuit of scholarly activity based on the values of: honesty, trust, fairness, respect and responsibility. Practicing academic integrity means never plagiarizing or cheating, never misrepresenting yourself, never falsifying information, never deceiving or compromising the work of others. Basically this means, either intentionally or unintentionally, using the words or ideas of someone else without giving credit, it's strictly forbidden.

Specific Rules:

1. Be punctual. Punctuality is a sign of respect toward yourself and others.
2. Show respect for all the people and property around you.
3. Be responsible for your actions and meet all expectations.
4. Follow directions the first time they are given.
5. No candies or gums are allowed during classes.
6. Students should raise their hands to signal a question or to answer a question.
7. Students should use the Internet at school for academic purposes only.
8. It is forbidden to record classes with any type of device.
9. Each student has a different learning style. Please create your strategy to learn the topics mentioned in Syllabus.
10. If you request, the instructor may repeat a lecture in the class or during office hours and explain the subjects that you do not understand.
11. Students will be prepared for market conditions and their professional life during the education period. Everyone will be treated equally and fairly. Please do not expect privileged or special treatment from your instructor.
12. Please send your requests about the course to the instructor without delay. When the training process is completed, it is not possible to fulfill any demand.

Communication:

If you have any questions about the syllabus, your responsibilities in the course, and assessment procedures please ask your instructor without any delay.

Students are encouraged to visit the professor during their office hours. If you cannot make it to announced office hours, please make individual arrangements via e-mail. However, do not expect the professor and the research assistant to respond at length via e-mail to questions of content, the definition of terms, grading questions, etc. If you have a question that requires a substantive response, please set up an appointment to speak with one of us.

Course Contents*:

Date	Event	Topic	Take-home exercise
03.03.2020	1	Introduction to the Course Preparing an assay about carrier plan	Preparing a CV (formatted, kariyer.net etc.) Registration of business networks (https://tr.linkedin.com/ , https://armut.com/ etc.)
17.03.2021	2	Preparing a CV (formatted, kariyer.net etc.) Registration of business networks (https://tr.linkedin.com/ , https://armut.com/ etc.)	Watching the video "Understanding entrepreneurship basics and fundamentals"
31.03.2021	3	Technical Trip Membership and dialog with Chamber of Interior Architects	Preparing a basic portfolio
14.04.2021	4	Preparing a basic portfolio	Creating a brand
28.04.2021	5	Technical Trip Creating a brand	Preparing and advertisement
12.05.2021	6	Preparing and advertisement	Selling the created service or product
26.05.2021	7	Selling the created service or product	N/A
			FINAL EXAM

*** PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes that will be announced in class.**

Grading: Assignments will be evaluated for accuracy, thoughtfulness and clarity. Final research project will be evaluated for content, quality of ideas and clarity of presentation.



DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

Assessment Methods
and Criteria :

METHODS	EFFECTS ON GRADING
Active Participation	10 %
Assignments	40 %
Final Submission	50 %

ECTS Workload Table :

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Educational Events	1	8	8
Assignments	4	6	24
Final Project	1	18	18
Total Workload			50
Total workload/25			50/25
ECTS			2

GRADING AND EVALUATION

The students' progress will be evaluated throughout the semester.

Grade Scale:

GRADE	MARKS	VALUE
A+	100	4.00
A	95-100	4.00
A-	85-94	3.70
B+	80-84	3.30
B	75-79	3.00
B-	65-74	2.70

GRADE	MARKS	VALUE
C+	60-64	2.30
C	55-59	2.00
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00