

IAED 3106 Entrepreneurship and Marketing

Prerequisite: None

Credit: (0+0) 0

Highest value added elements in new economy are entrepreneurship and innovation. The aim is to raise awareness about entrepreneurship and to introduce the practices students will use in their careers. Introductory information about entrepreneurship, information about planning entrepreneurship and its perspective will be presented to students. Through cultural activities, the focus will be on increasing the ability of creating a social network and to becoming an intellectual individual human being who has self-confidence.