

| Course Code | Course Name                    | Year/Semester    | Theory | Practice | Credits | ECTS |
|-------------|--------------------------------|------------------|--------|----------|---------|------|
| IAED 3106   | ENTREPRENEURSHIP AND MARKETING | 2024-2025/Spring | 0      | 0        | 0       | 2    |

**Level of Course:** Undergraduate

**Course Type:** Core Course

**Language of Instruction:** English

**Course Time:** Friday 14:00 – 15.00

**Course Classroom:** ONLINE

**Office Hours:** TBA

**Mode of Delivery:** Online Meetings, Presentation, Assignments

**Prerequisites and Co-requisites:** None

**Course Coordinator:**

**Name of Lecturer(s):** Asst. Prof. Dr. Kamer Özgün

**Course Teaching Assistant:**

**Course Objectives:** The main course objective is to provide the basic concepts for entrepreneurship & marketing and shape a basic knowledge about entrepreneurship

**Course Description:** Highest value-added elements in new economy are entrepreneurship and innovation. This course aims to raise awareness about entrepreneurship and to introduce the practices students will use in their careers. In this context, primary information about entrepreneurship, planning entrepreneurship, marketing and its perspective will be presented to students.

**Learning Outcomes:** Upon successful completion of the course, students will be able to:

1. to develop knowledge on how to assess business opportunities and an in-depth understanding of what typically characterize successes and failures,
2. to develop knowledge about key processes necessary to bring new products and services,
3. to market and key challenges facing the entrepreneur at different stages of the entrepreneurial voyage,
4. to plan, organize, and execute a project or new venture with the goal of bringing new products and service to the market,
5. to understand marketing principles and marketing basic skills,

**Textbook:** None

**Recommended Sources:**

1. Entrepreneur's Handbook (entrepreneurshandbook.co)
2. Entrepreneurship 101, Understanding Entrepreneurship Basics and Fundamentals <https://www.youtube.com/watch?v=7bMpgBuoZY0>

**Planned Learning  
Activities and Teaching  
Method:**

**Learning/Teaching Method:** The expected learning outcomes for the course will be assessed through lectures, midterm assignment, final assignment and class discussions.

**Assignments:** Students are required to do biweekly assignments. Assignments will be submitted via LMS. Midterm and Final exams will be in form of assignments. Final assignment will also be presented in class.

**Class Participation:** Regular attendance of all enrolled classes is expected. Do not be late to the class. Attendance will be taken through your signature within the first quarter of the class; if you come later you will be considered absent. At the end of the Semester, your attendance will be reported on SIS system. Attendance is compulsory and in case of absenteeism of more than 30%, the system will automatically grade you "FX". If you miss a class, it is your responsibility to 'make up' all work, including items discussed in class. Class contribution will be measured in terms of quality not quantity. 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 the 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. Students should raise their hand to signal a question or to answer a question.

**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, she/he gradually develops the ability to speak in front of the community and gets rid of her/ his anxiety.

**Biweekly Assignments:**

Pls. submit your weekly assignments on time. Please follow the instructions via LMS.

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**Communication:** If you have any question about 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. Everyone will be treated equally and fairly. Please do not expect a privileged or special treatment from your instructor.

**Course Contents\*:**

| Week  | Subject   |
|-------|---|
| 1     | Course Introduction   |
| 2,3   | Basic Concepts in Entrepreneurship                                    |
| 4,5,6 | Business Models, Customers, Value Propositions and Sources of Revenue |
| 7,8   | Marketing Principles and Management                                   |
| 9     | Midterm Assignment Submission   |
| 9,10  | Access to Financial Resources for New Ventures                        |
| 11,12 | Business Plan Development   |
| 13,14 | Student Presentations   |
| 14    | Business Plan Submission  |

**Assessment Methods and Criteria:**

| METHODS                    | EFFECTS ON GRADING |
|----------------------------|--------------------|
| Biweekly Assignments       | 10%                |
| Entrepreneurship Interview | 40%                |
| Business Plan Submission   | 50%                |

**ECTS Workload Table:**

| ACTIVITIES                        | NUMBER   | HOUR     | WORKLOAD     |
|-----------------------------------|----------|----------|--------------|
| Course Teaching Hours             | 13       | 1        | 13           |
| Assignment(s)                     | 10       | 2        | 20           |
| Self-study for Midterm Assignment | 1        | 5        | 5            |
| Self-study for Final Assignment   | 1        | 6        | 6            |
| Presentation                      | 1        | 6        | 6            |
| <b>Total Workload</b>             | <b>0</b> | <b>0</b> | <b>50</b>    |
| <b>Total Workload/25</b>          |          |          | <b>50/25</b> |
| <b>ECTS</b>                       |          |          | <b>2</b>     |

**GRADING AND EVALUATION**

The students' progress will be evaluated throughout the semester. If total assessment grade is lower than 50, student needs to repeat the course.

Grade Scale:

| GRADE | MARKS  | VALUE | GRADE | MARKS | VALUE |
|-------|--------|-------|-------|-------|-------|
| A+    |        |       | C+    | 60-64 | 2.40  |
| A     | 95-100 | 4.00  | C     | 55-59 | 2.20  |
| A-    | 85-94  | 3.70  | C-    | 50-54 | 1.70  |
| B+    | 80-84  | 3.30  | D+    | 45-49 | 1.30  |
| B     | 75-79  | 3.00  | D     | 40-44 | 1.00  |
| B-    | 65-74  | 2.70  | F     | 0-39  | 0.00  |