

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 3106	ENTREPRENEURSHIP AND MARKETING	2025-2026/Spring	0	0	0	2

Level of Course: Undergraduate

Course Type: Core Course

Language of Instruction: English

Course Time: Monday 10:00 – 11:00

Course Classroom: ONLINE

Office Hours: TBA

Mode of Delivery: Online Meetings, Presentation, Assignments

Prerequisites and Co-requisites: None

Course Coordinator:

Name of Lecturer(s): Assoc.Prof. Dr. Gözdeğül Başer (gozdegul.baser@antalya.edu.tr)

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 1 assignment. 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.

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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
9,10	Access to Financial Resources for New Ventures
11,12	Business Plan Development
13	Marketing Strategies
14	Marketing Strategies
15	Assignment Submission

Assessment Methods and Criteria:

METHODS	EFFECTS ON GRADING
Assignment	30%
Midterm	30%
Final	40%

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
Total Workload	0	0	50
Total Workload/25			50/25
ECTS			2

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			

Form No:ÜY-FR-0021 Yayın Tarihi:03.05.2018 Değ.No:0 Değ. Tarihi:-



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ÜNİVERSİTESİ

DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

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