



ÇANKAYA UNIVERSITY

Vocational Training School

Course Definition Form

Part I. Basic Course Information

Department Name	FOREIGN TRADE PROGRAMME	Dept. Numeric Code	4 4											
Course Code	<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px; text-align: center;">F</td> <td style="width: 20px; height: 20px; text-align: center;">T</td> <td style="width: 20px; height: 20px; text-align: center;">P</td> <td style="width: 20px; height: 20px; text-align: center;">1</td> <td style="width: 20px; height: 20px; text-align: center;">2</td> <td style="width: 20px; height: 20px; text-align: center;">5</td> </tr> </table>		F	T	P	1	2	5	Number of Weekly Lecture Hours	3	Number of Weekly Lab/Tutorial Hours	0	Number of Credit Hours	3
	F	T	P	1	2	5								
Course Web Site	HTTP://ACADEMIC.CANKAYA.EDU.TR/~BOZSACMACI		ECTS Credit	0 3										

Course Name <i>This information will appear in the printed catalogs and on the web online catalog.</i>	
English Name	Entrepreneurship and Small Business Management
Turkish Name	Girişimcilik ve Küçük İşletme Yönetimi

Course Description <i>Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.</i>	
<p>This course is designed to provide the student with an introduction to small business and entrepreneurship and to help develop certain entrepreneurial success skills which are important for small business ownership. The students will develop a general knowledge of the economic and managerial context of small business in international environment and of the major functional areas of business management.</p>	

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th																															
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>									<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>									<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>									<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>							
<input checked="" type="checkbox"/> Consent of the Instructor		<input type="checkbox"/> Senior Standing		<input type="checkbox"/> Give others, if any. 																															
Co-requisites (if any)	1 st	2 nd	3 rd	4 th																															
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Course Type <i>Check all that are applicable</i>	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input checked="" type="checkbox"/> Elective course for dept. <input checked="" type="checkbox"/> Elective course for other dept.(s)																																		

Course Classification <i>Give the appropriate percentages for each category.</i>					
Category					
Percentage					

Part II. Detailed Course Information**Course Objectives***Explain the aims of the course. Maximum 100 words.*

This course is designed to introduce students to the process of entrepreneurship and the concepts and principles of small business management. Students will learn how to identify and evaluate the opportunities, develop the business plan, organize the required resources, and manage the subsequent business.

Learning Outcomes*Explain the learning outcomes of the course. Maximum 10 items.*

Upon completion of the subject, students will be able to:

1. Understand and appreciate the concepts and main features of the environment facing small business.
2. Identify the personal competencies required to establish and operate small business effectively.
3. Examine and practice the critical tools, functions, concepts and skills that are required for owner/managers of small business.
4. Develop an ability to handle the major issues facing small business in the development process.
5. Demonstrate effective business communication skills.
6. Describe the significance of legal and ethical issues in a business environment.
7. Demonstrate a basic understanding of legal and ethical issues in a business environment.

Textbook(s)*List the textbook(s), if any, and other related main course materials.*

Author(s)	Title	Publisher	Publication Year	ISBN
Norman M. Scarborough, Jeffrey R. Cornwall	Essentials of Entrepreneurship and Small Business Management, 8/E	Prentice Hall	2015	9780133849622
Steve Mariotti Caroline Glackin	Entrepreneurship and Small Business Management, 2/E	Prentice Hall	2014	9780133767186

Teaching Policy*Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Lectures cover core principles and concepts of the subject syllabus. Tutorials are structured to enhance students' understanding of relevant concepts through various kinds of activities, two mid-terms and one final examination during the semester, case studies, discussion, presentation and business plan.

Course Outline*List the topics covered within each week.*

Week	Topic(s)
1	The Foundations of Entrepreneurship
2	Ethics and Social Responsibility
3	Conducting a Feasibility Analysis and Designing a Business Model
4	Crafting a Business Plan and Building a Solid Strategic Plan
5	Forms of Business Ownership and Buying an Existing Business
6	First Midterm Exam Examination
7	Building a Marketing Plan
8	E-commerce and the Entrepreneur
9	Pricing and Credit Strategies

10	Global Aspects of Entrepreneurship
11	Second Midterm Exam Examination
12	Location, Layout, and Physical Facilities
13	Staffing and Leading
14	Presentations

Grading Policy								
<i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Homework			Case Study			Attendance		
Quiz			Lab Work			Field Study		
Midterm Exam	2	20	Class Participation	1	5	Project		
Term Paper	1	20	Oral Presentation			Final Exam	1	35

ECTS Workload			
<i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	1	3	3
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	1	10	10
Collection and selection of relevant material (<i>once</i>)	1	8	8
Self-study of relevant material (<i>weekly basis</i>)	1	8	8
Preparation for mid-term exams (<i>including the duration of the exams</i>)	2	8	16
Preparation of term project/field study report (<i>including oral presentation</i>)	1	14	14
Preparation for final exam (<i>including the duration of the exam</i>)	1	18	18
TOTAL WORKLOAD / 25			77/25=3
ECTS Credit			3

Total Workloads are calculated automatically by formulas. To update all the formulas in the document first press CTRL+A and then press F9.

Program Qualifications vs. Course's Learning Outcomes						
<i>Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..</i>						
No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
FTP-1	Be able to monitor and analyze the dynamics of international markets.		x			
FTP-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of foreign trade in accordance with the requirements of the globalized business environment.				x	
FTP-3	Be able to identify and analyze the validity of theories related to the foreign trade and their relationships regarding current conditions.		x			
FTP-4	Have a good knowledge of the regulations and legislation underpinning the international markets and institutions.		x			
FTP-5	Have the ability to efficiently perform all responsibilities of foreign trade within a corporation.					x
FTP-6	Be able to use quantitative techniques and methods that are predominantly used in foreign trade.		x			
FTP-7	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.	x				
FTP-8	Be aware of elements of the international competitiveness of the foreign trade environment and marketing techniques.		x			
FTP-9	Be able to understand and evaluate the problems in foreign trade and to discuss and express his/her opinions clearly.			x		
FTP-10	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				x	
FTP-11	Be able to understand and evaluate the legal framework for foreign trade law, rules and regulations.		x			
FTP-12	Have the ability to analyze and perform risk assessment of foreign trade companies and multinational companies.	x				

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest