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|  OSTİM TEKNİK ÜNİVERSİTESİ A N K A R A | FACULTY OF ENGINEERING COURSE SYLLABUS FORM | Doküman Kodu | MF.FR.003 |
| | | Yayın Tarihi | 06.09.2024 |
| | | Revizyon No | 0 |
| | | Revizyon Tarihi | 0 |
| | | Gizlilik Sınıfı | Hizmet içi |

| ERP 121 – FUNDAMENTALS OF ENTREPRENEURSHIP | | | | | |
|--|----------------------------------|-----|---|--|------|
| Course Code | Course Name | | | Semester | |
| ERP 121 | Fundamentals of Entrepreneurship | | | Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> | |
| Hours | | | | Credit | ECTS |
| Theory | Practice | Lab | 1 | 1 | |
| - | 2 | - | | | |


| Course Details | |
|--------------------------|--|
| Department | Aerospace Engineering |
| Course Language | English |
| Course Level | Undergraduate <input checked="" type="checkbox"/> Graduate <input type="checkbox"/> |
| Mode of Delivery | Face to Face <input type="checkbox"/> Online <input checked="" type="checkbox"/> Hybrid <input type="checkbox"/> |
| Course Type | Compulsory <input checked="" type="checkbox"/> Elective <input type="checkbox"/> |
| Course Objectives | <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the key principles and processes of entrepreneurship. 2. Develop an entrepreneurial mindset and recognize opportunities in the marketplace. 3. Analyze market needs and customer problems to generate innovative solutions. 4. Create a comprehensive business plan, including value proposition, marketing, and financial strategies. 5. Understand legal and ethical considerations in entrepreneurship. 6. Develop skills in pitching business ideas to potential stakeholders. 7. Writing a research proposal 8. Intellectual property protection |
| Course Content | <p>Introduction to Entrepreneurship Types of Entrepreneurs and Ventures Opportunity Recognition and Idea Generation Market Research and Validation SWOT Analysis Building a Team and Networking Prototyping and Minimum Viable Product (MVP) Business Models and Value Proposition Marketing and Branding for Startups Funding and Investment Intellectual Property Protection R&D Proposal Writing Pitching and Presenting Business Ideas Final Report Submission</p> |
| Course Method/Techniques | Lecture <input checked="" type="checkbox"/> Question & Answer <input checked="" type="checkbox"/> Presentation <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> |

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| Prerequisites/ Corequisites | |
| Work Placement(s) | |
| Textbook/References/Materials | |
| <ul style="list-style-type: none"> Course handouts, presentations, and articles | |


| | | | | |
|--------------------------------|-------------------------------------|--|------------|-------------------------------------|
| Course Category | | | | |
| Mathematics and Basic Sciences | <input type="checkbox"/> | | Education | <input type="checkbox"/> |
| Engineering | <input checked="" type="checkbox"/> | | Science | <input checked="" type="checkbox"/> |
| Engineering Design | <input type="checkbox"/> | | Health | <input type="checkbox"/> |
| Social Sciences | <input type="checkbox"/> | | Profession | <input checked="" type="checkbox"/> |

| Weekly Schedule | | |
|------------------------|--|---------------------------------------|
| No | Topics | Materials/Notes |
| 1 | Introduction to Entrepreneurship | Handouts, presentations, and articles |
| 2 | Types of Entrepreneurs and Ventures | Handouts, presentations, and articles |
| 3 | Opportunity Recognition and Idea Generation | Handouts, presentations, and articles |
| 4 | Market Research and Validation | Handouts, presentations, and articles |
| 5 | SWOT Analysis | Handouts, presentations, and articles |
| 6 | Building a Team and Networking | Handouts, presentations, and articles |
| 7 | Prototyping and Minimum Viable Product (MVP) | Handouts, presentations, and articles |
| 8 | Business Models and Value Proposition | Handouts, presentations, and articles |
| 9 | Marketing and Branding for Startups | Handouts, presentations, and articles |
| 10 | Funding and Investment | Handouts, presentations, and articles |
| 11 | Intellectual Property Protection | Handouts, presentations, and articles |
| 12 | R&D Proposal Writing | Handouts, presentations, and articles |
| 13 | Pitching and Presenting Business Ideas | Handouts, presentations, and articles |
| 14 | Pitching and Presenting Business Ideas | Handouts, presentations, and articles |
| 15 | Pitching and Presenting Business Ideas | Handouts, presentations, and articles |
| 16 | Final Report Submission | |

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| Assessment Methods and Criteria | | |
|---|-----------------|-------------------|
| In-term studies | Quantity | Percentage |
| Attendance | - | - |
| Lab | - | - |
| Practice | - | - |
| Fieldwork | - | - |
| Course-specific internship | - | - |
| Quiz/Studio/Criticize | - | - |
| Homework | - | - |
| Presentation / Seminar | 1 | 25 |
| Project | - | - |
| Report | 1 | 50 |
| Seminar | 1 | 25 |
| Midterm Exam | - | - |
| Final Exam | - | - |
| Total | | 100% |
| Contribution of Midterm Studies to Success Grade | 1 | 30 |
| Contribution of End of Semester Studies to Success Grade | 1 | 70 |
| Total | | 100% |


| ECTS Allocated Based on Student Workload | | | |
|---|-----------------|-----------------------|-----------------------|
| Activities | Quantity | Duration (Hrs) | Total Workload |
| Course Hours | 14 | 2 | 28 |
| Lab | - | - | - |
| Practice | - | - | - |
| Fieldwork | - | - | - |
| Course-specific Work Placement | - | - | - |
| Out-of-class study time | - | - | - |
| Quiz/Studio/Criticize | - | - | - |
| Homework/Attendance | - | - | - |
| Presentation / Seminar | 1 | 3 | 3 |
| Project | - | - | - |
| Report | 1 | 6 | 6 |
| Midterm Exam and Preparation for Midterm | - | - | - |
| Final Exam and Preparation for Final Exam | - | - | - |
| Total Workload | | | 37 |
| Total Workload / 25 | | | 1.48 |
| ECTS Credit | | | 1 |

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| Course Learning Outcomes | |
|--------------------------|--|
| No | Outcome |
| L1 | Understand the fundamentals of entrepreneurship and differentiate between various types of entrepreneurs and ventures, including startups, small businesses, and social enterprises. |
| L2 | Recognize opportunities and utilize creative thinking techniques to generate innovative business ideas. |
| L3 | Conduct market research and validation to ensure product-market fit and apply SWOT analysis to evaluate opportunities and threats. |
| L4 | Develop a Minimum Viable Product (MVP) and create business models and value propositions that align with market needs. |
| L5 | Demonstrate effective team-building and networking skills to assemble and manage entrepreneurial teams and partnerships. |
| L6 | Understand and apply marketing and branding strategies specific to startups, while exploring funding options and preparing for investment opportunities. |
| L7 | Protect intellectual property through appropriate legal strategies and develop R&D proposals for innovative projects. |
| L8 | Deliver professional business pitches and final reports that effectively communicate business ideas and strategies to stakeholders and potential investors. |

| Contribution of Course Learning Outcomes to Program Competencies/Outcomes | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-------|
| Contribution Level: 1: Very Slight, 2: Slight, 3: Moderate, 4: Significant, 5: Very Significant | | | | | | | | | | | | | | | | |
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | Total |
| L1 | 4 | 4 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | | | | | 24 |
| L2 | 4 | 3 | 1 | 2 | 2 | 2 | 3 | 2 | 1 | 1 | 1 | | | | | 22 |
| L3 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | | | | | 17 |
| L4 | 3 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | | | | | 19 |
| L5 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | 11 |
| L6 | 4 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 2 | 2 | | | | | 27 |
| L7 | 4 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | | | | | 28 |
| L8 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | | | | | 34 |
| Total | | | | | | | | | | | | | | | | 182 |

- Develop sufficient knowledge and skills in entrepreneurship, including theoretical and practical knowledge, and apply this expertise to identify and address business opportunities.
- Identify, formulate, and solve entrepreneurial challenges; select and implement appropriate techniques for opportunity recognition, market research, and strategic decision-making.
- Design innovative business models, processes, or ventures under realistic constraints and conditions, meeting specific market needs using modern entrepreneurial frameworks.
- Select and use modern tools and techniques required for analyzing market opportunities, developing value propositions, and creating sustainable business solutions.

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- v. Plan, design, and execute entrepreneurial initiatives; collect, analyze, and interpret market and customer data to validate business ideas and evaluate performance outcomes.
- vi. Work effectively in individual and collaborative settings, including interdisciplinary teams, to develop innovative solutions and entrepreneurial ventures.
- vii. Communicate effectively in written and oral formats; prepare comprehensive business plans, deliver professional pitches, and present entrepreneurial ideas clearly and persuasively.
- viii. Recognize the necessity of lifelong learning; develop the ability to access new information, stay updated on advancements in business and entrepreneurship, and continually improve entrepreneurial skills.
- ix. Understand and adhere to ethical principles and professional responsibilities in entrepreneurship; be aware of the ethical implications and societal impacts of business decisions and practices.
- x. Gain awareness of project management principles, risk assessment, and change management in entrepreneurial projects; understand the importance of innovation, networking, and effective team management.
- xi. Develop awareness of the global and societal impacts of entrepreneurship, including considerations of sustainability, economic development, and legal and ethical responsibilities in business operations.