

Antalya Bilim University
Department of Business Administration,
BUSI 409
Entrepreneurship
Spring Term
Office hours: All students are welcome

This course is intended for anyone interested in starting a business, working for an entrepreneurial company or working with entrepreneurial firms as an investor or advisor (after graduation). Entrepreneurship is an interdisciplinary pursuit. Entrepreneurial opportunities may arise from many fields, including engineering, natural sciences, communications and media, architecture, education, and music. Pursuing these opportunities requires building a team with a diverse knowledge base, including but not limited to management, technology, law, and finance.

Course book:

Entrepreneurship; Successfully Launching New Ventures

Bruce R. Barringer – R. Duane Ireland 5th edition

Global Edition, Pearson

Recommended readings:

Additional reading material will be provided by the lecturer.

Developing Graduate Attributes

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

- skills involved in scholarly enquiry;
- an in-depth engagement with the relevant disciplinary knowledge;
- the capacity for analytical and critical thinking;
- the ability to engage in independent and reflective learning.

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

Assessment Criteria:

- 1) **Assignments (30%):** Assignment 1 and 2 make up 30 % of your overall course grade. Students are expected to read the assigned chapters and other readings before the class. They are

expected to participate class discussions and present their views and answer questions. Students are required to exhibit proper discipline, behavior, and responsibility.

Assignment 1 (10%): Entrepreneurial Journey

- This is a GROUP study and GROUP grade.
- Each week, at the beginning of the class, one group will introduce an entrepreneur along with videos and power point presentation.
- Powerpoint presentation is needed. No written report. Each group and each group member has to present.
- See appendix section for detailed template.

GAMZE CİZRELİ – Big Chefs

HAMDİ ULUKAYA – CHOBANI

ALİ SABANCI – PEGASUS

RECEP KONUK - TORKU

NEVZAT AYDIN – YEMEK SEPETİ

JACK MA - ALİBABA

Assignment 2 (20%): Let's start up!

- This is a GROUP study and GROUP grade.
- In this assignment, we will start up a new company as a group and will sell our idea along with a business model canvas. One group member will do the investor pitch at the end of the presentation.
- Powerpoint presentation is needed. No written report. Each group and each group member has to present.
- Presentations will be made at the last 3 lectures of the term. Week 12,13 and 14; before final exam week, in class presentation

2) **Midterm (30%):** Students are responsible for all class material covered until the midterm exam. Exam will be **MULTIPLE CHOICE**.

3) **Final exam (40%):** Students are responsible for all class material covered after the midterm exam. Exam will be **MULTIPLE CHOICE**.

Course Schedule

WEEK 1 Introduction to the Course and syllabus evaluation

WEEK 2 Introduction to Entrepreneurship

Chapter 1

WEEK 3 Developing successful business ideas

Chapter 2

WEEK 4 Feasibility analysis

Chapter 3

WEEK 5 Developing an effective business model

Chapter 4

WEEK 6 Writing a business plan

Chapter 5

WEEK 7 Getting financing or funding

Chapter 10

WEEK 8 Midterm Exam

WEEK 9 Unique marketing issues

Chapter 11

WEEK 10 Investor Pitch & The Importance of Intellectual Property

Chapter 12

WEEK 11 Closing observations and general overview

WEEK 12-13-14 Group Presentation Weeks (Assignment #2)

Grading Policy:

Assignment #1 10% (Group Project; 10 Group grade)

Assignment #2 20% (Group Project; 20 Group grade)

Midterm exam 30%

Final exam 40%

Letter Grading:

Passing grade is **50 out of 100**. Letter grades are TBA.

Appendix

Assignment #1: Entrepreneurial Journey

In this assignment, as a group, you are required to make a power point presentation about the entrepreneurs below. Please answer the questions below. No written report is needed. Each member of the group needs to present.

Type: Group Presentation (No individual grading)

Time: 30 minutes

Date: Every week one group will be presenting.

Questions

- 1. Give brief information about the founder of the company; at what age did he/she start up the company? (1 OR 2 SLIDES)**
 - family background
 - educational background
 - personal interests

- 2. Give brief information about the company**
 - recent financial figures
 - years of operation
 - presence in other countries
 - store numbers
 - HR numbers

- 3. According to you, what did he/she do different from the others? What is the cutting edge or what is their competitive advantage?**

- 4. What do you think? What is NEXT for them? How do you see the future of this (parent, main) company?**