

**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Entrepreneurship	UNIV402	2	Theory 3	Practice	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
			x	x		
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		x		-	

<b>Language of Instruction</b>	English
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<b>Course Instructor(s)</b>	Prof. Dr. Panteha Farmanesh	E-mail : <a href="mailto:panteha.farmanesh@arucad.edu.tr">panteha.farmanesh@arucad.edu.tr</a>  Office : DA OF 10
<b>Course Objectives</b>	This course enables students to explore and practice entrepreneurship across multiple contexts, including launching a new venture, innovating within an established organization, and supporting entrepreneurial firms as advisors or investors. Students will learn how to identify and evaluate attractive opportunities; design viable business models; develop and communicate a compelling business plan; understand industry and competitor dynamics; secure and manage resources; and consider legal and ethical issues such as intellectual property. The course emphasizes practical decision-making through discussions, case studies, and applied in-class exercises.	
<b>Course Learning Outcomes</b>	<b>Students will be able to:</b>	<b>Teaching Methods</b>
	1. Analyze and critique business plans for feasibility, investment requirements, risk, and goal alignment.	Lectures, case study analysis, and in-class practice
		<b>Evaluation Methods</b>  Mid-term: Multiple-choice exam

			Final: Multiple-choice exam
	2. Apply industry and competitor analysis tools (including the Five Forces model) to evaluate venture attractiveness.	Lectures, case study analysis, and in-class practice	Mid-term: Multiple-choice exam Final: Multiple-choice exam
	3. Assess a new venture opportunity and its viability using feasibility and market validation approaches.	Lectures, case study analysis, and in-class practice	Mid-term: Multiple-choice exam Final: Multiple-choice exam
	4. Design and write an effective business model and business plan for a proposed venture.	Lectures, workshops, and in-class practice	Group presentation / written business plan
	5. Propose strategies for managing, scaling, and sustaining an entrepreneurial firm, including team building and resource planning.	Lectures, case study analysis, and discussions	Group presentation Final: written exam
Course Content	<p>This course explores the fundamentals of entrepreneurship, moving from opportunity recognition to business model development and business planning. Students engage with real and contemporary cases to understand feasibility, market dynamics, competitive forces, funding considerations, team formation, growth challenges, and intellectual property. The course is highly interactive, combining lectures with discussions and applied in-class activities.</p>		

**COURSE OUTLINE/SCHEDULE**

Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Basic introduction to the course and warm-up discussions	T	Barringer & Ireland (2025), relevant chapter; additional cases on LMS
2	Why become an entrepreneur? Entrepreneurial mindset and pathways	T	Barringer & Ireland (2025), relevant chapter
3	Positive effects of entrepreneurship and entrepreneurial firms	T	Barringer & Ireland (2025), relevant chapter
4	Developing a successful business idea and opportunity recognition	T	Barringer & Ireland (2025), relevant chapter
5	Moving from an idea to an entrepreneurial firm	T	Barringer & Ireland (2025), relevant chapter

6	Feasibility analysis: market, product/service, financial, and organizational	T	Barringer & Ireland (2025), relevant chapter
7	Revision and in-class case practice	T	Review notes and cases
8	Midterm exam/Introduction to business model	T	Written examination/relevant chapter
9	Developing an effective business model	T	Barringer & Ireland (2025), relevant chapter
10	Writing a business plan (structure and key sections)	T	Barringer & Ireland (2025), relevant chapter
11	Presenting a business plan to investors (pitching)	T	Selected pitch examples/cases on LMS
12	Industry and competitor analysis	T	Barringer & Ireland (2022), relevant chapter
13	The Five Forces model and competitive strategy basics	T	Barringer & Ireland (2025), relevant chapter
14	Building a new venture team and roles	T	Barringer & Ireland (2025), relevant chapter
15	Intellectual property and legal basics for entrepreneurs	T	Barringer & Ireland (2025), relevant chapter
16	Final exam week		Written examination

<b>Required Course Material(s) / Reading(s) / Text Book(s)</b>	Entrepreneurship: Successfully Launching New Ventures (5th ed.), Bruce R. Barringer & R. Duane Ireland, 2025, 7 <sup>th</sup> edition, Pearson. ISBN-13: 978-1-292-40282-6. (Ordered for the Library)
<b>Recommended Course Material(s) / Reading(s) / Other</b>	Selected cases, shared via LMS. Useful websites: <a href="http://www.entrepreneur.com">http://www.entrepreneur.com</a>   <a href="http://www.sba.gov">http://www.sba.gov</a>   <a href="http://www.entrepreneurship.org">http://www.entrepreneurship.org</a>   <a href="http://www.youngentrepreneur.com">http://www.youngentrepreneur.com</a>

<b>ASSESSMENT</b>		
<b>Learning Activities</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid-Term	1	40%
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60%
<b>TOTAL</b>		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories, and research methods.	*				
2	Knows the principles and elements of basic design.	*				
3	Knows the history, theories and theorists of visual communication.	*				
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.	*				
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.	*				
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.	*				
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity		*			

8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.	*				
9	Applies visual communication design techniques with design technologies in developing and changing media environments.	*				
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.	*				
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.					
12	Has the ability to use research methods and techniques in the field of Visual Communication.	*				
13	Has the competence to research, plan, implement and report during the project phase.					*
14	Has the competence to establish the connection between design and aesthetic values.	*				
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.	*				
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.	*				
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.	*				
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.	*				
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.	*				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15	1	3	45
Preliminary Preparation and self- study	15	1	1	15
Mid-Term	1	1	30	30
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				

Final Examination/ Final Project/ Dissertation	1	1	35	35
Other				
<b>TOTAL WORKLOAD</b>				125
<b>TOTAL WORKLOAD / 25</b>				5
<b>ECTS</b>				5

### ETHICAL RULES WITH REGARD TO THE COURSE

#### Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	X
	SDG 5: Gender Equality	
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	X
	SDG 9: Industry, Innovation and Infrastructure	X
	SDG 10: Reduced Inequalities	X
	SDG 11: Sustainable Cities and Communities	

	SDG 12: Responsible Consumption and Production	X
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	X

**ASSESSMENT DETAILS AND EVALUATION CRITERIA:**

Final grades will be determined according to the course learning activities and final examination/project assessment details and comply with the Education and Examination Regulation set forth by the University.

Students will actively participate in class discussions and case study analysis throughout the semester, continuously developing and refining their venture ideas and business plans. Assessment will not be limited to midterm and final examinations; it will also consider students' engagement, analytical thinking, creativity, and progress over time.

Instead of grading each in-class practice separately, both the midterm and final grades will reflect students' ongoing work and commitment. This includes:

- Case study analysis
- Discussions & critiques
- Development & iteration of the venture idea/business model

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

<b>PREPARED BY</b>	Prof. Dr. Panteha Farmanesh
<b>UPDATED</b>	12.03.2026
<b>APPROVED</b>	27.01.2026