

COURSE SYLLABUS/VCDE 316

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Entrepreneurship	UNIV402	4	Theory 3	Practice 0	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			

Language of Instruction	English
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Course Instructor(s)	Prof. Dr. Panteha Farmanesh	E-mail: panteha.farmanesh@arucad.edu.tr Office: DA OF 10	
Course Objectives	This course intends to enable students who are considering entering any number of areas of entrepreneurship for example: starting a business, working within an entrepreneurial company, or working as an advisor or investor with entrepreneurial firms. The course is designed as a general overview of understanding entrepreneurship and will include identifying an attractive business opportunity, arranging investment for and launching a business, developing the organization, and generating substantial benefits.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Analyze and observe business plans concerning feasibility, assess investment requirements, perceived risk, and the awareness of the completed goals required to succeed	Lectures, Case Study analyze, in-class practice	Mid-term/Final Multiple-choice examination
	Define the value of the five forces model in the industry	Lectures, Case Study analysis, in-class practice	Final Multiple choice examination

Course Content	Assessing a new venture and viability	Lectures, Case Study analysis, in-class practice	Final Multiple-choice examination
	Writing a business plan	Lectures, Case Study analysis, in-class practice	Final Multiple-choice examination
	Managing and growing an entrepreneurial firm	Lectures, Case Study analysis, in-class practice	Final Multiple-choice examination
	Determining what intellectual property to protect legally	Lectures, Case Study analysis, in-class practice	Final Multiple-choice examination
	This course explores the fundamentals of entrepreneurship, from an introduction to entrepreneurship to writing a business model and business plan. It is highly interactive between the class and the instructor. Students will engage in in-class discussions and work on relevant case studies.		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Basic Introduction to the Course & warm-up Discussions	T	See required reading
2	Discussion to Become an Entrepreneur	T	See required reading
3	The Positive Effects on Entrepreneurship and Entrepreneur Firms	T	See required reading
4	Developing a successful business idea	T	See required reading
5	Moving from an Idea to an Entrepreneurial firm	T	See required reading
6	Feasibility Analysis	T	See required reading
7	Revision	T	See required reading
8	Midterm Exam	T	Multiple-choice examination

9	Developing an Effective Business Model	T	See required reading
10	Writing a Business Plan	T	See required reading
11	Presenting a Business Plan to Investors	T	See required reading
12	Industry and Competitor Analysis	T	See required reading
13	The Five Forces Model	T	See required reading
14	Building a New Venture Team	T	See required reading
15	The Importance of Intellectual Property	T	See required reading
16	Revision	T	See required reading
17	Final Exam Week	T	Multiple-choice examination

Required Course Material(s) / Reading(s)/ Text Book(s)	Entrepreneurship Successfully Launching New Ventures, 5/E, Bruce R. Barringer. R. Duane Ireland, ISBN-10: 1-292-40282-2. ISBN- 13: 978-1-292-40282-6 ©2022 • Pearson Education Limited
Recommended Course Material(s)/ Reading(s) /Other	http://www.entrepreneur.com http://www.sba.gov http://www.entrepreneurship.org http://www.youngentrepreneur.com

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		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		3	45
Preliminary Preparation and self- study	15		1	15
Mid-Term	1		30	30
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		35	35
Other				

TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
<p>Plagiarism Disclaimer</p> <p>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.</p> <p>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.</p>

ASSESSMENT DETAILS AND EVALUATION CRITERIA:	
<p>Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.</p> <p>Students will actively participate in –class discussions, and case study analysis throughout the semester, continuously developing and refining their projects. assessment will not be limited to midterm and final examination but will also consider students' engagement, creativity, and progress over time.</p> <p>Instead of grading individual practices separately, both the midterm and final grades will reflect students' ongoing work and commitment. This includes:</p> <p>Case study analysis, Discussions & Critiques, Development & Iteration</p> <p>70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.</p>	
PREPARED BY	Prof. Dr. Panteha Farmanesh
UPDATED	19-03-2025
APPROVED	