



EASTERN MEDITERRANEAN UNIVERSITY

FACULTY OF ENGINEERING

IENG452 INTRODUCTION TO ENTREPRENEURSHIP COURSE OUTLINE



Course Code	IENG452	Course Level	4th year
Course Title	Introduction to Entrepreneurship	Course Type	Area Elective
Credit Value	(3, 0, 0) 3	ECTS Value	6
Prerequisites	-	Co-requisites	-
Prepared by	Dr. Elnaz GHOLIPOUR	Semester and Year	Spring 2022/2023

Course Web Link : https://ie.emu.edu.tr/en/department/staff/staff-detail?sid=333&n=elnaz-gholipour				
Course Schedule : Tuesday : 12:30 – 14:20, Thursday : 13:30-14:20				
	Name (group)	e-mail	Office	Telephone
Instructor	Dr. Elnaz Gholipour	Elnaz.Gholipour@emu.edu.tr	IE-B101	3244

COURSE DESCRIPTION

This interdisciplinary course is designed to help students to evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The core of the course focuses on the discovery and understanding of entrepreneurial attitudes and behaviors within oneself. Students will also be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship. The students will be given the competencies required to be an entrepreneur through case studies, creative problem solving and exercises aimed at self-development.

COURSE OBJECTIVES

The main aim of this course is to:

1. Identify and apply the elements of entrepreneurship and to entrepreneurial processes;
2. Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth;
3. Use the entrepreneurial mind-set and behave responsibly and ethically in their roles as entrepreneurs.
4. Creatively analyze the business environment, opportunity recognition, and the business idea-generation process;
5. Know how to acquire necessary resources and organizational matters of new venture creation process;
6. Write a business plan that starts a new venture.
7. Apply a strategy for growth and manage the implications of growth;
8. Use capital budgeting that includes cost of capital, leverage and dividend policy in a financial management context;
9. How to acquire resources for growth from external sources.

COURSE LEARNING OUTCOMES

On successful completion of this course, all students will have developed **knowledge** and **understanding** of:

- Entrepreneurship and the role played in manufacturing and service industry
- Developing a critical understanding of the nature of enterprise, entrepreneurship and innovation within the manufacturing and service industries together with actual entrepreneurial competence/skills.
- Developing an awareness of entrepreneurship and startup world with issues, and problems related to them,
- Making an elevator pitch

On successful completion of this course, all students will have developed **their skills in**:

- Entrepreneurship, definition, role and expectation
- Entrepreneurship in manufacturing and service industries in the world
- Entrepreneurship opportunities in the industry.
- Generating new product/service idea and developing a business plan
- The economic impact of new service/product development
- The importance of networks and marketing

On successful completion of this course, all students will have developed their **appreciation** of, and respect for **values and attitudes** to:

- Examine the nature and implications of the considerable body of entrepreneurship theory
- Build greater awareness on entrepreneurship and innovation and to develop entrepreneurial competencies.

TEXTBOOK/S

- Entrepreneurship by HIRICH, R.D., M.P. PETERS and D.A. SHEPHERD, 2008, McGraw Hill, 7th Edition

REFERENCES (available at EMU Library)

- The Entrepreneurial Engineer by DAVID E. GOLDBERG, 2006, Wiley – Interscience.

METHOD OF ASSESSMENT

All Examinations will be based on lectures, discussions, and the textbook.

Quizzes: There will be four quizzes designed to test familiarity and basic understanding of various topics. There will be no quiz make-ups.

Midterm Exam: The midterm exam will be held in the week designated by the university administration. It will cover all of the material up to the date of examination.

Project: Students should form groups of 5 students (exactly, otherwise you should submit a valid excuse in written form). The project has three sections with different importance. More information will be provided by the project guideline.

Final Exam: The final exam will cover topics after mid-term materials.

Make-up Exams: Make-up examinations will only be offered to students who provided adequate documentation for the reason for their absence within four working days at the latest after the examination date.

Resit Exam: The resit examination will cover all the material studied throughout the semester and has the same structure as in the midterm and final examinations. This exam will be scheduled for a day in the designated resit exams week.

Note: Class participation has 5 points bonuses.

Grading Policy:

<i>Quizzes (4*5)</i>	20%
<i>Class participation</i>	5%
<i>Project</i>	15%
<i>Midterm Exam</i>	25 %
<i>Final Exam</i>	30 %

COURSE CONTENT (WEEKLY TEACHING PLAN)

WEEK	TOPICS
1	Chapter 1: The Nature and Importance of Entrepreneurship
2	Chapter 1: The Nature and Importance of Entrepreneurship
3	Chapter 2: The Entrepreneurial Mindset
4	Chapter 2: The Entrepreneurial Mindset
5	Chapter 3: Entrepreneurial Intentions and Corporate Entrepreneurship
6	Chapter 4: Creativity, The Business Idea, and Opportunity Analysis
7-8	MIDTERM EXAM WEEK
9	Chapter 5: The Business Plan: Creating, and Starting a Venture
10	Chapter 5: The Business Plan: Creating, and Starting a Venture
11	Chapter 6: The Marketing Plan
12	Chapter 7: The Financial Plan
13	Chapter 8: Sources of Capital
14	

LEARNING TEACHING METHODS

The function of teaching is to enable students to learn. Therefore students are required to read the chapters of the textbook before coming to class and solve the related end of chapter questions after each lecture. The instructor will lecture in class by writing on the board and some lectures will be given as a MS power point presentation.

ACADEMIC HONESTY - PLAGIARISM

Cheating is copying from others or providing information, written or oral, to others. Plagiarism is copying without acknowledgement from other people's work. According to university by laws cheating and plagiarism are serious offence punishable with disciplinary action ranging from simple failure from the exam or project, to more serious action (letter of official warning suspension from the University for up to one semester). Disciplinary action is written in student records and may appear in student transcripts. This is intentionally failing to give credit to sources used in writing regardless of whether they are published or unpublished. Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt with accordingly.)

PLEASE KEEP THIS COURSE OUTLINE FOR FUTURE REFERENCE AS IT CONTAINS IMPORTANT INFORMATION