



# EASTERN MEDITERRANEAN UNIVERSITY

## FACULTY OF ENGINEERING

### IENG452 INTRODUCTION TO ENTREPRENEURSHIP COURSE OUTLINE



Course Code	IENG452	Course Level	4 <sup>th</sup> year
Course Title	Introduction to Entrepreneurship	Course Type	Area Elective
Credit Value	(3, 0, 0) 3	ECTS Value	
Pre-requisites	-	Co-requisites	-
Prepared by	Dr. Faramarz KHOSRAVI	Semester and Year	Spring 2021/2022

Course Web Link : <a href="http://ie.emu.edu.tr/lec/lecturer.php?lec=Bakiye+YALINC&amp;course=ieng452">http://ie.emu.edu.tr/lec/lecturer.php?lec=Bakiye+YALINC&amp;course=ieng452</a>				
Course Schedule : Tuesday: 10:30-12:20, Thursday: 10:30-11:20				
	Name (group)	e-mail	Office	Telephone
Instructor	Dr. Faramarz KHOSRAVI	Faramarz.khosravi@emu.edu.tr	IE-C205	1587

#### 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:

- Identify and apply the elements of entrepreneurship and to entrepreneurial processes;
- Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth;
- Use the entrepreneurial mind-set and behave responsibly and ethically in their roles as entrepreneurs.
- Creatively analyze the business environment, opportunity recognition, and the business idea-generation process;
- Know how to acquire necessary resources and organizational matters of new venture creation process;
- Write a business plan that creates and starts a new venture.
- Apply a strategy for growth and manage the implications of growth;
- Use capital budgeting that includes cost of capital, leverage and dividend policy in a financial management context;
- Know 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 the 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.
- Management and Entrepreneurship, By N. V. R NAIDU and T. KRISHNA RAO, 2008, I.K. International Publishing House Pvt. Ltd
- Essentials of Entrepreneurship and Small Business Management by ZIMMERER, T.W. and N.M. SCARBOROUGH, 2005, Prentice Hall, 4th Edition.
- New Venture Creation / Entrepreneurship for the 21st Century by TIMMONS, J.A. and S. SPINELLI, 2003, McGraw Hill.
- Teaching Entrepreneurship: Cases for Education and Training edited by Peter van der Sijde, Annemarie Ridder, Gerben Blaauw, Christoph Diensberg, 2008, Physica – Verlag Heidelberg

## METHOD OF ASSESSMENT

All Examinations will be based on lectures, discussions, case studies, textbook and assigned work such as elevator pitch. To enter a formal examination, a student has to present her/his EMU student Identification card to the invigilator.

**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 of their absence within four working days at the latest after the examination date. One final exam type make-up exam will be offered after the final exams for the missed midterm and/or final exam. University regulations apply for graduate make-ups.

**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:** The voluntary presentation has up to 5 points bonus. Topics will be selected and presented by the student from the relevant content (After confirming by instructor).

**Any objection to the grade or mark should be made latest within a week following its announcement.**

## Grading Policy:

Quizzes (4*7.5)	30%
Project	20%
Midterm Exam	20 %
Final Exam	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 Mind-set
4	Chapter 2: The Entrepreneurial Mind-set
5	Chapter 3: Entrepreneurial Intentions and Corporate Entrepreneurship
6	Chapter 4: Creativity, The Business Idea, and Opportunity Analysis
7	Chapter 4: Creativity, The Business Idea, and Opportunity Analysis
8-9	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
14-15	Project Presentation

## 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 offences 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.)

**I read and understood the rules of the course.**

**Name, surname:**

**Student ID:**

**Signature:**

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