

SYLLABUS
Vocational School

Course Code	Course Title		Credits	ECTS Value	
İSL 218	Entrepreneurship and Leadership		(1-1-2)	5	
Prerequisite Courses:	None				
Course Language:	Turkish	Course Delivery Mode:		ONLINE (Zoom ID: 592 241 4617 password: 152535)	
Course Type and Level:	Elective / Fall Semester / Associate Degree				
Instructor's Title, Name, and Surname		Course Hours	Office Hours	Contact	
Asst. Prof. Dr. Yonca BİR		2	Monday 13:00–14:00	yoncabir@cag.edu.tr	
Course Coordinator:	Asst. Prof. Dr. Yonca BİR				
Course Objectives					
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;			Relations	
				Program Outcomes	Net Contribution
	1	Define entrepreneurship and related concepts.	1	4	
	2	Explain entrepreneurial skills and characteristics.	2	4	
	3	Explain leadership approaches and skills.	3	5	
	4	Structure a business idea as an entrepreneur based on in-class seminars, case stories, and examples.	4	5	
	5	Prepare an entrepreneurial business plan.	7	4	
Course Content:	Entrepreneurship concepts, characteristics of entrepreneurs, success factors in entrepreneurship, leadership roles and skills. Students will develop and structure business ideas from exemplary individuals and stories, prepare a business plan, and receive information about entrepreneurship supports such as KOSGEB and TÜBİTAK. They will have the opportunity to obtain an entrepreneurship certificate. This course has been branded in cooperation with the Mersin Industrialists and Business People Association (MESİAD). Pioneer figures from the business world will be invited as guest speakers; practice-oriented projects will be implemented in cooperation with the sector, and students who succeed at a high level will be offered opportunities for active participation in the entrepreneurship ecosystem.				
Course Schedule (Weekly Plan)					
Week	Topic	Preparation		Teaching Methods and Techniques	
1	Introduction to the Course, Meeting and Sharing Expectations about the Course	Course syllabus, students write their expectations and prepare a short paragraph to introduce themselves		Lecture, Padlet application	
2	Concept and Development of Entrepreneurship	At the end of the class write a short summary on the importance of entrepreneurship		Lecture, in-class reflective writing and group work	

3	Basic Entrepreneurial Characteristics	Write your expectations about the entrepreneurial role and briefly answer “What should be the essential skills in the 21st century?”; self-evaluation test, classroom survey	Lecture, group work, text analysis
4	Types of Entrepreneurship	Students think about which type is more dominant in business life	Lecture, group work, case study
5	Factors Affecting and Determining Entrepreneurship	Before class, find an article on the topic and bring it	Lecture, group work, storytelling
6	Success Factors in Entrepreneurship	Before class, find an example story and bring it	Lecture, group work, text analysis
7	Leadership and Management	Review given scenario in class and prepare a short answer	Lecture, in-class scenario analysis
8	Midterm Exam		
9	Midterm Exam		
10	Preparing a Business Plan	Before class, find a sample plan and bring it	Flipped classroom, debate, Q&A
11	Sources of New Business Ideas	Make a sample design	Lecture, discussion, Q&A, student panel (groups share their results)
12	Successful Entrepreneur Seminar	Prepare at least 2 questions for the guest lecturer	Guest talk, Q&A, reflective discussion
13	Methods for Generating New Ideas	Before class, find a sample news clipping and bring it; individuals share their results	Student panel
14	Brand/Organization Event	Prepare at least 2 questions for the guest lecturer	Guest talk, Q&A, reflective discussion
15	Brand/Organization Visit	Prepare before the visit and create at least 3 questions	Guest talk, Q&A, discussion
16	Brand/Organization Event	Prepare at least 2 questions for the guest lecturer	Guest talk, Q&A, reflective discussion
17	Final Exam		
18	Final Exam		

Course Resources

Textbook: Prof. Dr. Orhan ÇAĞLAYAN. Entrepreneurship and Small Business Management (Business Idea Generation – KOSGEB Business Plan – Success Factors in Entrepreneurship) Suitable for KOSGEB Trainings (10th Ed.), 2021, Seçkin Publishing.

Recommended References: Prof. Dr. Zeyyat SABUNCUOĞLU & Prof. Dr. Melek VERGİLİEL TÜZ. Organizational Behavior (6th Ed.), 2016, Alfa Academy.

Course Assessment and Evaluation

Activities	Number	Percentile	Notes
Midterm Exam	1	%20	Written exam

In-class Activities / Participation	14	%10	Active participation in discussions, group work and in-class activities
Field Visit	1	%10	Group work and report
Seminer Participation	3	%10	Visit to a healthcare institution
Final	1	%50	Comprehensive written exam

ECTS Table

Content	Number	Hours	Total
Course Duration	14	2	28
Out-of-Class Study	14	2	28
Field Visit	1	6	6
Seminer Participation	3	2	6
In-class Activities / Participation	14	1	14
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	25	25
Final Exam (Final Exam Duration + Final Exam Preparation)	1	30	30
Total:			137
Total / 30:			137/30=4,5
ECTS Credit:			5

Past Term Achievements

2024-2025 SPRING İSL 218

