

**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<br>(Zoom ID: 592 241 4617<br>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<br>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.                                                            | 4                     | 4                                                     |                  |
|                                       | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Explain entrepreneurial skills and characteristics.                                                      | 10                    | 5                                                     |                  |
|                                       | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Explain leadership approaches and skills.                                                                | 8                     | 5                                                     |                  |
|                                       | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Structure a business idea as an entrepreneur based on in-class seminars, case stories, and examples.     | 1                     | 5                                                     |                  |
|                                       | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Prepare an entrepreneurial business plan.                                                                | 2                     | 5                                                     |                  |
| 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 |

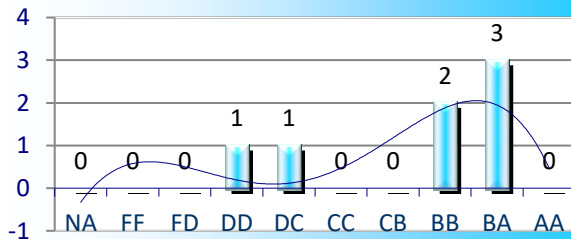
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|--------------------------------------------|----|-----|-------------------------------------------------------------------------|
| <b>In-class Activities / Participation</b> | 14 | %10 | Active participation in discussions, group work and in-class activities |
| <b>Field Visit</b>                         | 1  | %10 | Group work and report                                                   |
| <b>Seminer Participation</b>               | 3  | %10 | Visit to a healthcare institution                                       |
| <b>Final</b>                               | 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         |
| <b>Total:</b>                                                   |        |       | 137        |
| <b>Total / 30:</b>                                              |        |       | 137/30=4,5 |
| <b>ECTS Credit:</b>                                             |        |       | 5          |

#### Past Term Achievements

**2023-2024 SPRING  
İSL 218**



**2024-2025 SPRING  
İSL 218**

