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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Girişimcilik** | |  |  | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | MYO Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Girişimcilik kavramını ve girişimcinin özelliklerini kavramak ve bulunduğu ülke hakkında bilgi sahibi olmaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1-Girişimcilik kavramını tanımını ve özelliklerini tanır.  2-Girişimci insanın özelliklerini bilir.  3-Türkiye’de girişimcilik profilini kavrar. | | | | | | | Dersin İçeriği | Girişimcilik kavramı ve ortaya çıkışı, girişimciliğin önemi ve nasıl girişimci olunur  girişimcilik kültürü, türkiye’de girişimci olmak, girişimcilik politikaları, küçük işletmelerin ekonomik ve sosyal sisteme katkıları, küçük işletmelerin kuruluş süreci, yönetim stratejileri, pazarlama stratejileri, üretim stratejileri, finansman stratejileri, sorunları ve çözüm yolları. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Girişimcilik kavramı ve ortaya çıkışı | | | | | | | 2 | Girişimciliğin önemi ve nasıl girişimci olunur | | | | | | | 3 | Girişimcilik kültürü | | | | | | | 4 | Türkiye’de girişimci olmak | | | | | | | 5 | Girişimcilerin başarı ve başarısızlık nedenleri | | | | | | | 6 | İş fikirleri üretmenin önemi ve girişimcilik politikaları | | | | | | | 7 | Risk sermayesi ve Türkiye’deki uygulamalar | | | | | | | 8 | Küçük işletmelerin ekonomik ve sosyal sisteme katkıları | | | | | | | 9 | Küçük işletmelerin kuruluş süreci | | | | | | | 10 | Küçük işletmelerde yönetim stratejileri | | | | | | | 11 | Küçük işletmelerde pazarlama stratejileri | | | | | | | 12 | Küçük işletmelerde üretim stratejileri | | | | | | | 13 | Küçük işletmelerde finansman stratejileri | | | | | | | 14 | Küçük işletmelerin sorunları ve çözüm yolları | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Arıkan, S. (2002), *Girişimcilik: Temel kavramlar ve bazı güncel konular*, Siyasal Kitabevi. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 1 | | - | - | | - | - | | - | 2 | | 1 | 3 | | 4 | | **ÖÇ2** | 1 | | - | - | | - | - | | - | 2 | | 1 | 3 | | 4 | | **ÖÇ3** | 1 | | - | - | | - | - | | - | 2 | | 1 | 3 | | 4 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Girişimcilik | 1 | - | - | - | - | - | 2 | 1 | 3 | 4 | |