

**OSTİM TECHNICAL UNIVERSITY
COURSE SYLLABUS FORM
2025-2026 FALL SEMESTER**

EPR 121 FUNDAMENTALS OF ENTREPRENEURSHIP							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Principles of Entrepreneurship	EPR 121	1	2	2	0	1	2

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, discussion, guest speakers, in-class presentations

Course Objective
The aim of this course; is to transfer basic information about entrepreneurship to students and establishing project groups to realize the project ideas they will develop within the framework of these principles. The existing literature on entrepreneurship in the world will be conveyed to the students, and this will enable them to understand the place and importance of entrepreneurship in the global economic system. Business Model Development practices will be taught to students, enabling them to clarify project ideas and test whether this project idea is a value proposition for entrepreneurship.

Learning Outcomes
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> ▪ To master the basic concepts of entrepreneurship in the literature, ▪ To understand the place and importance of entrepreneurship in the global economic system, ▪ To learn to develop business and project ideas effectively thanks to the principles of entrepreneurship, ▪ To discover the value proposition and other important dimensions of the project and business idea through the principles of developing a Business Model, ▪ To analyze the value of this idea within the scope of entrepreneurship, by developing the project idea in a technology-based field, ▪ To learn to work and be organized as a team.

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Aim of the Course Teaching Techniques of the Course The Concept, Aim and Facilities, The Application Process OSTİMTECH Entrepreneurship Center	Introduction/Syllabus Review Entrepreneurship Center
2	What Is Entrepreneurship? Why Become an entrepreneur? Types of Entrepreneurs. Types of Start-Up Firms, The Entrepreneurial Process Impact of Entrepreneurial Firms	Nature and Scope of Entrepreneurship (Ch. 1)
3	Identifying and Recognizing Opportunities Finding Gaps in the Marketplace Techniques for Generating Ideas	Recognizing Opportunities and Generating Ideas (Ch. 2)
4	Product/Service Feasibility Analysis Industry/Target Market Feasibility Analysis Organizational Feasibility Analysis Financial Feasibility Analysis	Feasibility Analysis (Ch. 3)
5	The Importance and Diversity of Business Models Components of an Effective Business Model Strategic Resources	Developing an Effective Business Model (Ch. 4)
6	The Five Forces Model Industry Types and the Opportunities They Offer Sources of Competitive Intelligence	Industry and Competitor Analysis (Ch. 5)
MIDTERM EXAM		
8	Reasons for Writing a Business Plan and Business Canvas Guidelines for Writing a Business Plan Business Canvas The Presentation of a Business Plan Business Canvas	Writing a Business Plan (Ch. 6)
9	Establishing a Strong Ethical Culture for a Firm The Importance of Legal Consultancy Drafting a Founders' Agreement	Preparing the Proper Ethical and Legal Foundation (Ch. 7)
10	Financial Management Financial Statements Forecasts	Assessing a New Venture's Financial Strength and Viability (Ch. 8)
11	Personal Funding Debt Funding Equity Funding Creative Sources for Funding	Getting Financing or Funding (Ch. 10)
12	Selecting a Market and Establishing a Position The 4Ps of Marketing for New Ventures Sales Process	Unique Marketing Issues (Ch. 11)

13	Patents Trademarks Copyrights Trade Secrets Intellectual Property Audits	The Importance of Intellectual Property (Ch. 12)
14	Internal Growth Strategies International Expansion External Growth Strategies	Strategies for Firm Growth (Ch. 14)
15	FINAL EXAM	

Textbook	
<ul style="list-style-type: none"> Barringer, B. (2021). Entrepreneurship: Successfully Launching New Ventures 6th Edition. 	

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Class participation and performance		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation / Debate		
Projects		
Report		
Seminar		
Midterm Exams / Midterm Jury	1	40
General Exam / Final Jury	1	60
	Total	100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	2	32
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	14	1	14
Presentation / Seminar Preparation			
Projects			

Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	2	2
Preparation Period for the Final Exam / General Jury	1	2	2
Total Workload	(54/25 = 2.16)		54

Policies and Procedures
Web page: https://gluam.ostimteknik.edu.tr/
Exams: Within the scope of EPR 121 course, there will be two face-to-face exams, one midterm and one final exam.
Attendance and Regulations: Attendance is required in the EPR 121 course. Attendance at 70% of the course is mandatory. According to article 24-4/c of Ostim Technical University Associate Degree and Undergraduate Education and Examination Regulations; “The student who does not fulfill the attendance requirement will not be taken to the final exams. In this case, the exam of the student who takes the exams of the courses is deemed invalid.”
Objections: Updates can be made to the programs and methods specified in this syllabus in line with the constraints or needs that may occur during the term.