



HSB
Hochschule Bremen
City University of Applied Sciences



HSB-International Summer School 2017
International Summer School for Advanced Study

ENTREPRENEURSHIP AND BUSINESS PLANNING

Course dates: 9 July – 3 August 2017

Credit hours: 4 credit hours - US / 8 credit points-ECTS

Syllabus

Instructor:	Assist. Professor Dr. Şaban Çelik	Email: saban.celik@yasar.edu.tr
	Yasar University Izmir Turkey	
	Professor of Economics	

Time: Monday-Thursday 13:30 – 16:45

HSB-INTERNATIONAL SUMMER SCHOOL

Hochschule Bremen - Werderstraße 73 - D-28199 Bremen

Phone: +49-(0)421-59054163

ifk@hs-bremen.de

www.ifk-bremen.de

HOCHSCHULE BREMEN
CITY UNIVERSITY OF APPLIED SCIENCES
THE INTERNATIONAL SUMMER SCHOOL
SYLLABUS –2017

Course Title : Entrepreneurship and Business Planning
Credit Hours : 8 ECTS
Instructor : Assist. Prof. Dr. Şaban Çelik
E-mail : saban.celik@yasar.edu.tr
Webpage : <http://scelik.yasar.edu.tr/entrepreneurship-and-business-planning/>

Course Description	<p>The purposes of this course are to provide students with concepts and tools to successfully develop and manage all components of a strategic business plan generally, and to design a framework for understanding the processes involved in developing plans for new venture start-ups or for new projects being launched by existing businesses particularly.</p> <p>The course gives case studies of real applications from Turkey and Europe in addition to hypothetical examples developed for each task. Financing stages of business planning will be elaborated with technical details. Entrepreneurial competences will be structured into comprehensive business plans.</p>
Assessment	Active participation (30%), Business Plan Presentation (40%) and final test (30%)
Suggested Textbooks	<p>New Venture Creation: Entrepreneurship For The 21st Century, 9/E; Stephen Spinelli And Robert J. Adams, Jr. The Mcgraw-Hill Companies, Inc., 2012</p> <p>Enterprise in the Global Firm, Julian Birkinshaw, SAGE Publications, SAGE Publications Ltd 6 Bonhill Street London EC2A 4PU.</p> <p>Entrepreneurship The seeds of success, John Forbat, HARRIMAN HOUSE LTD 3A Penns Road Petersfield Hampshire GU32 3EW,</p> <p>Perspectives on innovation, Editors Franco Malerba and Stefano Brusoni, Cambridge University Press, The Edinburgh Building, Cambridge CB2 8RU, UK,</p> <p>The Entrepreneurial Personality A Social Construction, Second edition, Elizabeth Chell, First published 2008 by Routledge 27 Church Road, Hove, East Sussex BN3 2FA</p>
Supplementary Resources	will be announced and distributed during lectures
Additional Resources	will be announced and distributed during lectures
Web Resources (institutions)	<p>Innovation Network www.thinksmart.com Department of Trade and Industry Innovation site www.innovation.gov.uk Ideas Exchange www.rimart.com/index.html</p>
Academic Journals	<p>Strategic Entrepreneurship Journal Journal of Entrepreneurship and Public Policy information Journal of Entrepreneurship International Journal of Entrepreneurship and Small Business Journal of Small Business & Entrepreneurship</p>

Course Outline

Session	CONTENT
1	The Foundations of Entrepreneurship
2	Entrepreneurial Mind
3	Strategic Management and the Entrepreneur
4	Forms of Business Ownership and Franchising
5	Creating a Powerful Marketing Plan
6	E-Commerce and the Entrepreneur
7	Integrated Marketing Communications and Pricing Strategies
8	Managing Cash Flow
9	Creating a Successful Financial Plan
10	Winning Business Plan
11	Sources of Funds: Equity and Debt
12	Global Aspects of Entrepreneurship