



Creating Value Co-creation Hubs between  
Universities and Enterprises to foster the infusion  
of Entrepreneurship Education in Europe  
2022-1-DE01-KA220-HED-000085694



# Lecture Plans Designed during the ENTREHUBS Value Co-Creation Hubs in Turkiye

Responsible partner:

BOSEV



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**Karlshochschule**  
International University



**STİMMÜLİ**  
for social change



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## ENTREHUBS Lecture Plan 1: Introduction to Entrepreneurship

<b>Name / Title</b>	Introduction to Entrepreneurship
<b>Short description</b>	The aim of this course is to inform students about the basic issues related to entrepreneurship. Who is an entrepreneur, what are the basic motivations of the entrepreneur, what is needed to be a good and effective entrepreneur, the future of entrepreneurship is aimed to be transferred to students.
<b>Time Slot / Duration</b>	3h
<b>Modus</b>	(x) on-site ( ) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: Flipchart, Flipchart Marker, Post-its
<b>Practical/industry resources</b>	Types of entrepreneurship test Self-assessment of entrepreneurial potential Support for women entrepreneurs
<b>Sources / Links</b>	<a href="https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/entrepreneurial-potential-self-assessment">https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/entrepreneurial-potential-self-assessment</a> <a href="https://www.humanmetrics.com/entrepreneur">https://www.humanmetrics.com/entrepreneur</a> <a href="https://kagider.org/en">https://kagider.org/en</a> <a href="https://en.kosgeb.gov.tr/">https://en.kosgeb.gov.tr/</a>
<b>Literature</b>	Assist.Assoc.Dr.Orhan KÜÇÜK (2010), Entrepreneurship and Small Business Management, Seçkin Publishing, Ankara Assoc.Prof.Dr.Gülçimen YURTSEVER - Assoc.Prof.Dr.Caner ATIŞ - Av. Şaziye YURTSEVER (2008), Entrepreneurship
<b>Target Group</b>	(x) Undergraduate Students ( ) Graduate Students ( ) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	-
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• To reveal whether there are necessary characteristics in entrepreneurship,</li> <li>• To learn the legislation related to business types and establishment procedures in entrepreneurship</li> <li>• Analysing success strategies in entrepreneurship</li> <li>• To be able to analyse the problems experienced by women in entrepreneurship</li> <li>• Setting up the new work team</li> </ul>
<b>Content</b>	Definition, importance and emergence of entrepreneurship Successful entrepreneurs and their characteristics



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	SMEs and their operational structures Examination of the necessary legislation for the organisation. The dangers on the roads to success, the reasons leading to failure and bankruptcy, as well as what needs to be done to protect success will be analysed within the scope of the course.
Teaching and learning methods	Lecture, Discussion, Case Study, Individual Study
Approach(es) to EE	(x) Teaching about Entrepreneurship ( ) Teaching for Entrepreneurship ( ) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation ( ) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
Business stakeholder(s)	KOSGEB - Small and Medium Enterprises Development Organization The Women Entrepreneurs Association of Türkiye (KAGIDER)
Total workload & composition	3 hours total workload (in h), split in-lecture (2h), self-study, (1h) & "external" activities
Assessment	<i>Written exams</i>
Special Focus	( ) Multidisciplinary approach ( ) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning (x) Links to key competences ( ) Educator training and professional development ( ) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches (x) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking ( ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector

## Lecture Plan 2: Utilizing the EntreCompe Framework

<b>Name / Title</b>	Utilizing the EntreComp Framework
<b>Short description</b>	The EntreComp Framework serves as a common reference tool for educators, policy makers and other stakeholders to design and evaluate entrepreneurship education and training programmes. It provides a holistic view of entrepreneurship as a set of competences that can be developed and applied in various contexts, including job creation, social innovation and organisational development.
<b>Time Slot / Duration</b>	5h
<b>Modus</b>	<input checked="" type="checkbox"/> on-site <input type="checkbox"/> hybrid <input checked="" type="checkbox"/> remote
<b>(Online) Tools / Platforms</b>	On-site: Flipchart, printed Entrecomp Framework Diagram , Flipchart Marker, Post-its  Remote: Online Conference Software , Entrecomp Framework full pdf version , interactive presentation tools
<b>Practical/industry resources</b>	Entrecomp Framework Entrecomp into Action Guide
<b>Sources / Links</b>	<a href="https://publications.jrc.ec.europa.eu/repository/handle/JRC101581">https://publications.jrc.ec.europa.eu/repository/handle/JRC101581</a>  <a href="https://op.europa.eu/en/publication-detail/-/publication/4542fd58-20f3-11e8-ac73-01aa75ed71a1/language-en/#_publicationDetails">https://op.europa.eu/en/publication-detail/-/publication/4542fd58-20f3-11e8-ac73-01aa75ed71a1/language-en/#_publicationDetails</a> PublicationDetailsPortlet_pa
<b>Literature</b>	-
<b>Target Group</b>	<input checked="" type="checkbox"/> Undergraduate Students <input checked="" type="checkbox"/> Graduate Students <input type="checkbox"/> Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	-
<b>Learning Objectives</b>	Understanding the structure of Entrecomp Framework Knowing the intended use of Entrecomp Framework Understanding the structure and classification of Entrecomp Framework Understanding the competences of Entrecomp Framework Describing the emergence and parts of the EntreComp Framework Analyzing how the framework can be used.



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<b>Content</b>	15 key competences under the 3 main headings of the Entrepr Framework
<b>Teaching and learning methods</b>	Lectures , case studies , group activities
<b>Approach(es) to EE</b>	(x) Teaching about Entrepreneurship ( ) Teaching for Entrepreneurship ( ) Teaching through Entrepreneurship
<b>Value creation activities</b>	( ) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
<b>Business stakeholder(s)</b>	KOSGEB - Small and Medium Enterprises Development Organization. Chambers of Commerces
<b>Total workload &amp; composition</b>	5 hours total workload (in h), split in-lecture (3h), self-study, (1h) & "external" activities (1h)
<b>Assessment</b>	Written exams
<b>Special Focus</b>	( ) Multidisciplinary approach ( ) Partnerships and cross-sectoral cooperation ( ) Links between formal/non-formal learning (x ) Links to key competences (x ) Educator training and professional development ( ) A lifelong learning perspective ( ) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( ) Learning and teaching pedagogies with a focus on venture-creation approach (x ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking ( ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector



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## Lecture Plan 3: Entrepreneurship and Project Management

Name / Title	Entrepreneurship and Project Management
Short description	<p><b>ENTREPRENEURSHIP</b> The aim is to enhance entrepreneurial knowledge and traits to equip individuals with the necessary skills to establish their own businesses.</p> <p><b>PROJECT MANAGEMENT</b> Acquiring technical knowledge and skills related to project management. The goal is to provide theoretical and practical knowledge to evaluate the stages of project preparation and project management processes.</p>
Time Slot / Duration	4h
Modus	(x) on-site (x) hybrid (x) remote
(Online) Tools / Platforms	<p>On-site: Flipchart , flipchart markers , computer , internet connection</p> <p>Remote: Online confrence software , interactive presentation tools ,</p>
Practical/industry resources	<p>Work Breakdown Structure (WBS)</p> <p>Kanban Boards</p> <p>Risk Matrix</p> <p>Basecamp</p>
Sources / Links	<p><a href="https://monday.com/">https://monday.com/</a></p> <p><a href="https://basecamp.com/">https://basecamp.com/</a></p> <p><a href="https://www.projectmanager.com/blog/project-management-techniques-for-every-pm">https://www.projectmanager.com/blog/project-management-techniques-for-every-pm</a></p>
Literature	<p>"SME Project Support Program Implementation Principles"</p> <p>"KOSGEB Business Plan Evaluation Guide"</p>
Target Group	(x) Undergraduate Students (x) Graduate Students ( ) Post Graduate Students
Entry requirements / Previous knowledge	<p>Basic Entrepreneurship Knowledge</p> <p>Basic Project Management Knowledge</p>
Learning Objectives	<p><b>ENTREPRENEURSHIP</b></p> <p>1. Reflects on own entrepreneurial characteristics based on entrepreneurship traits. Compares the activities described in different types of entrepreneurship.</p> <p>2. Develops own entrepreneurial characteristics by evaluating the entrepreneurial traits in successful entrepreneurial stories.</p>



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	<p>3. Compares opportunities in relevant sectors by learning about the obstacles and incentives in entrepreneurship.</p> <p>4. Structures career plan as an entrepreneur based on successful entrepreneurial examples. Provides recommendations by evaluating obstacles and incentives for entrepreneurship development.</p> <p><b>PROJECT MANAGEMENT</b></p> <p>1. Acquires technical knowledge and social skills in the field of project management.</p> <p>2. Obtains theoretical and practical knowledge in evaluating the stages of project preparation and project management processes.</p> <p>3. Understands the qualities of a project manager.</p>
Content	<p><b>Project =&gt;</b> Project Concept, Types of Projects, Project Success, Program and Portfolio, Project Management Processes, Competencies of Project Personnel, Framework Competencies, Subject Competencies: Integration, Stakeholder, Scope, Resource, Time, Cost, Risk, Quality, Procurement, Communication, and Personal Competencies.</p> <p><b>Entrepreneurship=&gt;</b> Entrepreneurship Concept, Characteristics, Importance, and Classification, Entrepreneurship Process and Interaction with Environment, Entrepreneurs and Their Characteristics, Start-up/Business Establishment Process</p>
Teaching and learning methods	<p>Lecture Presentation Discussion Question-Answer Exercise and Practice Project-Based Learning Group Work</p>
Approach(es) to EE	<p>(x) Teaching about Entrepreneurship ( ) Teaching for Entrepreneurship (x ) Teaching through Entrepreneurship</p>
Value creation activities	<p>( ) Business model creation (x ) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development (x) Other: Project management</p>





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Business stakeholder(s)	<ul style="list-style-type: none"> <li>• Customers and Users</li> <li>• Investors and Funding Sources</li> </ul>
Total workload & composition	6 hours total workload ,split in-lecture (2h), self-study, (3h) & “external” activities (1h)
Assessment	<i>Project presentation , peer-assesment , self-assesment</i>
Special Focus	<p>(x) Multidisciplinary approach</p> <p>(x) Partnerships and cross-sectoral cooperation</p> <p>( ) Links between formal/non-formal learning</p> <p>(x) Links to key competences</p> <p>( ) Educator training and professional development</p> <p>(x) A lifelong learning perspective</p> <p>(x) Learning and teaching pedagogies with a focus on participatory and experiential approaches</p> <p>( ) Learning and teaching pedagogies with a focus on venture-creation approach</p> <p>( ) Learning and teaching pedagogies with a focus on value-creation approach</p> <p>( ) Learning and teaching pedagogies with a focus on design thinking</p> <p>(x) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL)</p> <p>( ) Collaboration/ Link with the business sector</p>



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## Lecture Plan 4: Entrepreneurship in the Information Age

<b>Name / Title</b>	Entrepreneurship in the Information Age
<b>Short description</b>	Teaching the conceptual foundations of entrepreneurship, entrepreneurial functions, franchising, business transfer, and teaching entrepreneurial principles based on business plan fundamentals, and ensuring their application in the information age.
<b>Time Slot / Duration</b>	6h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: Flipchart, printed out DIN A0 Business Model Canvas Templates, printed out DIN A0 Ecogood Business Canvas Templates (EBC), Flipchart Marker, Post-its  Remote: Online confrence software , interactive presentation tools (Prezi , Genial.ly , Canva)
<b>Practical/industry resources</b>	<ul style="list-style-type: none"> <li>● ● Project management software</li> <li>● ● Business automation tools</li> <li>● ● Cloud-based storage and collaboration platforms</li> <li>● ● Marketing automation tools</li> <li>● ● E-commerce platforms</li> </ul>
<b>Sources / Links</b>	<a href="https://basecamp.com/">https://basecamp.com/</a> <a href="https://albato.com/">https://albato.com/</a> <a href="https://workspace.google.com/">https://workspace.google.com/</a>
<b>Literature</b>	Awakening the Entrepreneur Within (2008) , Int. Tayfur Keskin, Sistem Publishing, İstanbul. Girişimcilik: Temel Kavramlar ve Bazı Güncel Konular("Entrepreneurship: Basic Concepts and Some Current Issues"), Semra Güney, Siyasal Kitabevi.
<b>Target Group</b>	(x) Undergraduate Students ( ) Graduate Students ( ) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Knowledge about basic entrepreneurship concepts.
<b>Learning Objectives</b>	Defining concepts related to entrepreneurship Explaining how to establish a business and prepare a business plan Implementing marketing and financing practices in small and medium-sized enterprises Defining entrepreneurship processes, particularly in the information and technology sectors



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	Knowing about government support for the information technology industries.
<b>Content</b>	Basic entrepreneurship and economic concepts The process of starting a new business International entrepreneurship Support and practices for the information technology industry Implementation of a business plan in entrepreneurship
<b>Teaching and learning methods</b>	Active participation and discussion, business visits, and guest speakers
<b>Approach(es) to EE</b>	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship ( ) Teaching through Entrepreneurship
<b>Value creation activities</b>	(x) Business model creation ( ) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
<b>Business stakeholder(s)</b>	<ul style="list-style-type: none"> <li>● Technology and Innovation Hubs</li> <li>● Industry and Sector Leaders</li> </ul>
<b>Total workload &amp; composition</b>	<i>[total workload (3h), split in-lecture, self-study (2h), &amp; "external" activities (1h)]</i>
<b>Assessment</b>	<i>Written exams , presentations</i>
<b>Special Focus</b>	(x) Multidisciplinary approach ( ) Partnerships and cross-sectoral cooperation ( ) Links between formal/non-formal learning (x) Links to key competences ( ) Educator training and professional development ( ) A lifelong learning perspective ( ) Learning and teaching pedagogies with a focus on participatory and experiential approaches (x ) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking ( ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector



## ENTREHUBS Lecture Plan 5: Green Entrepreneurship

<b>Name / Title</b>	Green Entrepreneurship
<b>Short description</b>	The Green Entrepreneurship lecture provides an overview of the concept of entrepreneurship with a specific focus on environmental sustainability and social responsibility. It explores how entrepreneurs can create businesses that not only generate profit but also have a positive impact on the planet and society.
<b>Time Slot / Duration</b>	4h
<b>Modus</b>	(x) on-site ( ) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: Flipchart, Flipchart Marker, Post-its
<b>Practical/industry resources</b>	B Corp Assessment UN Global Compact Circular Economy Tools Renewable Energy Marketplaces
<b>Sources / Links</b>	<a href="https://sdgs.un.org/goals">https://sdgs.un.org/goals</a>
<b>Literature</b>	-
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students ( ) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Basic entrepreneurship knowledge. Basic knowledge about sustainable development goals. Basic knowledge about Agenda 2030.
<b>Learning Objectives</b>	Understanding Sustainable Development Identifying Sustainability Challenges Integration of Sustainability Principles Circular Economy Principles Sustainable Supply Chain Management
<b>Content</b>	Environmental knowledge and awareness Environmental risks and opportunities Green financing and business models Green product and service development Green business models and technologies
<b>Teaching and learning methods</b>	Lectures Case Studies



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	Group workshop Reflection and Self-Assessment
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship ( ) Teaching through Entrepreneurship
Value creation activities	( ) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
Business stakeholder(s)	Activists, NGOs, Academic institutions and research centres, Angel investors, Grant and funding providers.
Total workload & composition	4 hours total workload , split in-lecture (2h), self-study, (1h) & "external" activities (1h)
Assessment	Written exam, presentation
Special Focus	(x) Multidisciplinary approach (x) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning (x) Links to key competences ( ) Educator training and professional development (x) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( ) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking ( ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) (x) Collaboration/ Link with the business sector



## ENTREHUBS Lecture Plan 6: Innovation and Entrepreneurship Management

Name / Title	Innovation and Entrepreneurship Management
Short description	The content focuses on providing fundamental information about entrepreneurship and innovation, aiming to help individuals gain insights into the current position and significance of these concepts in today's business market.
Time Slot / Duration	5h
Modus	( ) on-site ( ) hybrid (x) remote
(Online) Tools / Platforms	Remote: Online confrence software , Digital Collaboration Board (Miro, Mural, Conceptboard, Klaxoon etc.), Interactive Presenatation Tools
Practical/industry resources	Business Model Canvas
Sources / Links	BMC: <a href="https://canvanizer.com/new/business-model-canvas">https://canvanizer.com/new/business-model-canvas</a> <a href="https://ideabuddy.com/">https://ideabuddy.com/</a>
Literature	İnovasyon ve Girişimcilik Yönetimi, Prof. Dr. Kahraman ÇATI ,Nobel Akademik Yayıncılık ,2021
Target Group	(x) Undergraduate Students ( ) Graduate Students ( ) Post Graduate Students
Entry requirements / Previous knowledge	To have knowledge about the basic concepts of entrepreneurship.
Learning Objectives	1. İnovasyon kavramı hakkında bilgi sahibi olma 2. İnovasyon çeşitlerini tanıma 3. Dünyadan ve Türkiye'den yenilikçi ürün ve hizmet örneklerini araştırma 4. Girişimci olmak üzere iş fikri geliştirme yöntemlerini anlamak, 5. Girişimcilerin özelliklerini öğrenme 6. Girişimcilere sağlanan güncel teşvik ve destekleri öğrenme
Content	Entrepreneur and entrepreneurship concepts The importance of entrepreneurship, development, functions Creativity and innovation in entrepreneurship Basic concepts, types and examples of innovation R&D work
Teaching and learning methods	Project-based learning Design thinking approach Innovation simulations and games
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship



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	( ) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation ( ) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
Business stakeholder(s)	Incubation centres Technopolises
Total workload & composition	<i>total workload (3h), split in-lecture, self-study (1h), &amp; "external" activities (1h)</i>
Assessment	<i>Online self assesment tests</i>
Special Focus	(x) Multidisciplinary approach ( ) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning ( ) Links to key competences ( ) Educator training and professional development (x) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( ) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach (x) Learning and teaching pedagogies with a focus on design thinking (x) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector



## ENTREHUBS Lecture Plan 7: IT Innovation and Entrepreneurship

<b>Name / Title</b>	IT Innovation and Entrepreneurship
<b>Short description</b>	The aim of the course is to provide students with basic knowledge about innovation and entrepreneurship in information technology. The course includes the establishment of technology firms in information technology, writing a business plan, managing innovation to sustain growth and tips.
<b>Time Slot / Duration</b>	3h
<b>Modus</b>	(X) on-site ( ) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: Flipchart, computer , Business Model Canvas
<b>Practical/industry resources</b>	Business Model Canvas
<b>Sources / Links</b>	BMC: <a href="https://canvanizer.com/new/business-model-canvas">https://canvanizer.com/new/business-model-canvas</a>
<b>Literature</b>	<ul style="list-style-type: none"> <li>• Innovation and Entrepreneurship, Drucker P. F., HarperBusiness, 2006.</li> <li>• The Sources of Innovation, von Hippel E., Oxford University Press, 1994.</li> <li>• Managing Research, Development and Innovation: Managing the Unmanageable (3rd ed.), Jain R., Triandis H. C., Weick C.W., Wiley, 2010.</li> </ul>
<b>Target Group</b>	(x) Undergraduate Students ( ) Graduate Students ( ) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	General understanding of Information Technologies and entrepreneurship.
<b>Learning Objectives</b>	To express knowledge about innovation and innovation process To be able to discuss the sources and outputs of the innovation process To explain the role of entrepreneurship in innovation Writing a complete business plan Knowing how to start a new technical company in information technology To be aware of the importance of innovation management and intellectual property rights
<b>Content</b>	<i>Introduction to entrepreneurship, identifying opportunities and generating ideas, feasibility analysis, developing an effective business model, industry and competitive analysis, writing a business plan, preparing appropriate ethical and legal</i>





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	<i>foundations, evaluating the financial strength and viability of the new venture</i>
Teaching and learning methods	Lecture , Project-Based Learning , Experiential Learning
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship ( ) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation ( ) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship (x ) Customer development ( ) Other: _____
Business stakeholder(s)	The Scientific and Technological Research Council of Türkiye (TÜBİTAK), Consultant
Total workload & composition	5 hours total workload (in h), split in-lecture (2h), self-study, (2h) & "external" activities (1h)
Assessment	Projects (%40) , written exam(%30) , presentation (%30)
Special Focus	(x) Multidisciplinary approach ( ) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning (x ) Links to key competences ( ) Educator training and professional development ( ) A lifelong learning perspective ( ) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( ) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking (x ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector



## ENTREHUBS Lecture Plan 8: Social Entrepreneurship

<b>Name / Title</b>	Social Entrepreneurship
<b>Short description</b>	The course aims to develop different perspectives on social entrepreneurship approaches, culture and fields. The answers for how social enterprises or non-profit organisations are established, operated and developed in order to solve social problems or create a positive impact in society are the main topics.
<b>Time Slot / Duration</b>	5h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: Flipchart, Flipchart Marker, Post-its  Remote: Online conference software , interactive presentation tools
<b>Practical/industry resources</b>	Ashoka Global Social Benefit Institute (GSBI) Social Enterprise Alliance (SEA)
<b>Sources / Links</b>	<a href="https://www.ashoka.org/en-nrd">https://www.ashoka.org/en-nrd</a> <a href="https://www.f6s.com/gsbi">https://www.f6s.com/gsbi</a> <a href="https://socialenterprise.us/">https://socialenterprise.us/</a>
<b>Literature</b>	"Social Entrepreneurship: What Everyone Needs to Know" by David Bornstein and Susan Davis ,2010 "The Social Entrepreneur's Playbook: Pressure Test, Plan, Launch and Scale Your Social Enterprise" by Ian C. MacMillan and James D. Thompson
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students (x) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Basic knowledge of sociology of society
<b>Learning Objectives</b>	Understanding the concept of social entrepreneurship and its distinct characteristics compared to traditional entrepreneurship Exploring successful examples of social enterprises and their impact on addressing social and environmental issues Understanding the importance of stakeholder engagement, partnerships, and collaboration Learning about various models of social entrepreneurship, including non-profit organizations, hybrid ventures, and for-profit entities with a social mission.
<b>Content</b>	Introduction to Social Entrepreneurship



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	Types of Social Enterprises Case Studies and Examples Innovation and Creativity in Social Entrepreneurship Identifying Social Problems and Stakeholder Analysis
Teaching and learning methods	Interactive Lectures Case Studies and Simulations Group Projects and Presentations Debates and Critical Reflection
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship (x) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
Business stakeholder(s)	Academic institutions and research centres, NGOs, Social investment funds, Grant programmes, Crowdfunding platforms, Social impact investments
Total workload & composition	5 hours total workload , split in-lecture (2h), self-study, (2h) & “external” activities (1h)
Assessment	<i>Online self-assesment tools</i>
Special Focus	(x) Multidisciplinary approach (x) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning ( ) Links to key competences ( ) Educator training and professional development (x) A lifelong learning perspective ( ) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( ) Learning and teaching pedagogies with a focus on venture-creation approach (x) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking (x) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector



## ENTREHUBS Lecture Plan 9: Sociology of Entrepreneurship

<b>Name / Title</b>	Sociology of Entrepreneurship
<b>Short description</b>	"The aim of this course is to provide students with knowledge about the sociology of entrepreneurship. It aims to conduct a comparative analysis of Turkish and Western entrepreneurial mindsets."
<b>Time Slot / Duration</b>	5h
<b>Modus</b>	(x ) on-site ( ) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: Flipchart, Flipchart Marker, Post-its
<b>Practical/industry resources</b>	<ul style="list-style-type: none"> <li>● Social Networks and Relationships</li> <li>● Mentoring and Guidance</li> <li>● Entrepreneurship Education and Support Programs</li> <li>● Investors and Funding Sources</li> <li>● Government Policies and Regulations</li> <li>● Public and Private Sector Collaborations</li> </ul>
<b>Sources / Links</b>	<a href="https://journals.sagepub.com/doi/abs/10.1177/0266242607076524">https://journals.sagepub.com/doi/abs/10.1177/0266242607076524</a> <a href="https://www.researchgate.net/profile/Howard-Aldrich/publication/291165757_Entrepreneurship_Through_Social_Networks/links/569ea49a08ae2c638eb584d0/Entrepreneurship-Through-Social-Networks.pdf">https://www.researchgate.net/profile/Howard-Aldrich/publication/291165757_Entrepreneurship_Through_Social_Networks/links/569ea49a08ae2c638eb584d0/Entrepreneurship-Through-Social-Networks.pdf</a>
<b>Literature</b>	<ol style="list-style-type: none"> <li>1. "Political Thoughts and Administrations," Prof. Dr. Ayferi Göze, Beta Publications, 2013</li> <li>2. The Cultural Foundations of Industrialization, John U. Nef, MEB, 1970.</li> </ol>
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students ( ) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Basic Entrepreneurial Knowledge
<b>Learning Objectives</b>	<ol style="list-style-type: none"> <li>1. Theoretical approaches to entrepreneurship and entrepreneurship-related theories</li> <li>2. Classifying entrepreneurship based on mindset</li> <li>3. Conducting a comparative analysis of Turkish and Western entrepreneurial mindsets</li> <li>4. Explaining the sociology of entrepreneurship</li> </ol>



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	5. Describing the relationship between entrepreneurship and mindset
Content	Understanding, analyzing, and fostering critical thinking about how entrepreneurs should operate within social, cultural, and economic contexts.
Teaching and learning methods	<i>Lecture , Case studies and analyses, field research, library and online resources</i>
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship ( ) Teaching through Entrepreneurship
Value creation activities	( ) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
Business stakeholder(s)	<ul style="list-style-type: none"> <li>● Entrepreneurs</li> <li>● Investors</li> <li>● Government and Public Institutions</li> <li>● Chambers of Commerce and Industry</li> <li>● Educational Institutions and Research Centers</li> <li>● NGOs</li> </ul>
Total workload & composition	<i>4 hours total workload , split in-lecture (1h), self-study, (2h) &amp; "external" activities (1h)</i>
Assessment	<i>Written exams , presentations</i>
Special Focus	(x) Multidisciplinary approach (x) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning (x) Links to key competences ( ) Educator training and professional development ( ) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( ) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking ( ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector



## ENTREHUBS Lecture Plan 10: Tourism Entrepreneurship

<b>Name / Title</b>	Tourism Entrepreneurship
<b>Short description</b>	In this course students will learn the basics of entrepreneurship concepts and the key points of entrepreneurial activities in the tourism sector.
<b>Time Slot / Duration</b>	3h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: Flipchart , Flipchart Marker, Post-its , hardwares for presentation , IT devices  Remote: Online confrence software
<b>Practical/industry resources</b>	Sustainable Development Goals Small Business Administration (SBA) Lean Startup Plan Rebecca's Business Plan Template
<b>Sources / Links</b>	<a href="https://tourism4sdgs.org/wp-content/uploads/2018/07/T4SDGsRecommendations_Companies.pdf">https://tourism4sdgs.org/wp-content/uploads/2018/07/T4SDGsRecommendations_Companies.pdf</a> <a href="https://www.unwto.org/resources-un-tourism">https://www.unwto.org/resources-un-tourism</a> <a href="https://www.liveplan.com/">https://www.liveplan.com/</a> <a href="https://www.sba.gov/document/support-rebeccas-business-plan-template-traditional">https://www.sba.gov/document/support-rebeccas-business-plan-template-traditional</a>
<b>Literature</b>	Source: Turzim Girişimciliği(Tourism Entrepreneurhip), Dr. Ülker Çolakoğlu, Dr. Ülker Can, 2023 Detay Review.
<b>Target Group</b>	(x) Undergraduate Students ( ) Graduate Students ( ) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	-
<b>Learning Objectives</b>	Basic concepts related to entrepreneurship process and management Knowing the components of a successful business plan Analysing the barriers to tourism initiatives Evaluating the developments related to tourism initiatives
<b>Content</b>	This course covers topics such as entrepreneurship and its types, examples of entrepreneurship, tourism entrepreneurship, basic steps in establishing a business, writing a business plan.



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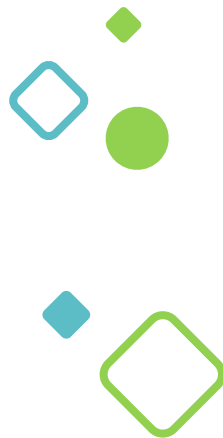
Teaching and learning methods	Lecture , Experiential Learning , Group Work
Approach(es) to EE	(x) Teaching about Entrepreneurship ( ) Teaching for Entrepreneurship (x) Teaching through Entrepreneurship
Value creation activities	( ) Business model creation (x ) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
Business stakeholder(s)	Turkish Tourism Investors Association (TTYD)
Total workload & composition	4 hours total workload , split in-lecture (1h), self-study, (2h) & "external" activities (1h)
Assessment	Written exams
Special Focus	(x) Multidisciplinary approach (x) Partnerships and cross-sectoral cooperation ( ) Links between formal/non-formal learning ( ) Links to key competences ( ) Educator training and professional development ( ) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( ) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking ( ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector



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