

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT  
COURSE SYLLABUS**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>ECTS Credits</b>	<b>Prerequisite Information</b>	<b>Date of Preparation</b>
BUS 423	Business in SMEs	Elective	5	-	01.09.2025
<b>Instructor of the Course &amp; E-Mail Address</b>	Safa ARSLAN, PhD <a href="mailto:arslansafa@aybu.edu.tr">arslansafa@aybu.edu.tr</a>				
<b>Office Hours &amp; Office Room</b>	Roo B257, Wednesday between 12.00-13.00 hours.				
<b>Course Content and Objectives</b>	This course provides an overview of the fundamental principles of entrepreneurship and small business management. It enables students to revisit their prior knowledge of a typical corporate context and refocus it on small and entrepreneurial enterprises that are competent. The course introduces key business concepts and presents examples from a diverse range of careers. Cases from hospitality, technology, retail, manufacturing, distribution, real estate, finance, and not-for-profit organizations offer a wealth of learning opportunities. Students are introduced to the theories, methods, and requisite knowledge and skills required of entrepreneurs, and are immediately provided with practical examples and discussion opportunities.				
<b>Textbook(s)</b>	Entrepreneurship and Small Business Management (ESBM), Second Edition, Mariotti and Glackin, Pearson.				
<b>Teaching Methods and Techniques</b>	Lectures will be in-class format, and the lecturer will provide lecture notes and additional reading available on AYBUZEM for students to contribute to discussions, share experiences and ask questions.				
<b>Course Learning Outcomes</b>	1	A comprehensive understanding of the fundamental concepts, theories, and practices prevalent in the field of entrepreneurship. This knowledge will encompass the significance of entrepreneurship in shaping the global economy and society.			
	2	The ability to critically evaluate contemporary theoretical debates on pertinent issues and challenges associated with the role of small and medium-sized enterprises (SMEs) within the economy.			
	3	The capacity to analyse growth strategies, theoretical approaches, and management practices specifically tailored to SMEs.			
	4	The proficiency to apply SMEs-related theoretical concepts and approaches to the contemporary business environment. This will enable students to formulate effective management recommendations for SMEs.			
<b>Program Outcomes Contributed by the Course</b>	<b>Program Outcomes (PO)</b>				
	PO1	Acquired scientific thinking and knowledge production skills.			
	PO2	Developed in-depth expertise in the field of management and organization.			
	PO3	Gained problem-solving abilities by applying their theoretical knowledge.			
	PO4	attained entrepreneurial and innovative skills.			

<b>Contribution of the Course to Field Instruction</b>			
<b>Topics Covered in the Course</b>	1. Week	Introduction: Course, Concepts	
	2. Week	Entrepreneurial Pathways	
	3. Week	Creating Business	
	4. Week	Marketing for a Small Business	
	5. Week	Marketing for a Small Business-2	
	6. Week	Financial Management for small business	
	7. Week	Financial Management for small business-2	
	8. Week	Midterm Week	
	9. Week	Production management in SMEs	
	10. Week	Production management in SMEs-2	
	11. Week	Human Resources and Management	
	12. Week	Leadership for Small business	
	13. Week	Franchising, Licensing, and Harvesting	
	14. Week	Business Plan Presentations	
	15. Week	Business Plan Presentations	
<b>Course Evaluation Criteria</b>	<b>In-Term Studies</b>	<b>Quantity</b>	<b>Percentage %</b>
	Mid-terms	1	%30
	Quizzes		%
	Assignments		%
	Attendance		%
	Practice		%
	Project	1	%30
	Final examination	1	%40
	<b>Total</b>		<b>100%</b>
<b>Disability Policy</b>	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (<a href="https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html">https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html</a>) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>		