

DOKUZ EYLÜL UNIVERSITY

**2025-2026 Faculty of Business Administration Entrepreneurship Minor Program Curriculum for Students of
the Faculty of Business Administration, Department of Tourism Management (English)**

ENTREPRENEURSHIP MINOR PROGRAM

The Entrepreneurship minor program teaches students the fundamental knowledge needed for topics such as starting new businesses and building venture capital. In a constantly changing global environment, students learn how to take on the role of a change agent in order to manage their own areas of expertise. Students also develop the creativity skills that will empower them regarding new ways of doing business. The program is aligned with the needs of students coming from different fields who want to start their own businesses, who want to work in traditional companies, who want to start a new business or enter into partnerships, or who want to work for firms that provide consultancy services to such companies. In particular, students are encouraged to develop their knowledge of starting new businesses in different fields. By the end of the program, students are equipped with advanced leadership and decision-making skills for starting a new business. Finally, the Entrepreneurship minor program ensures the acquisition of the entrepreneurial and business skills necessary to seize opportunities in the global market.

STUDENTS WHO MAY APPLY:

- DEU Department of International Trade and Business Students
- DEU Department of Tourism Management Students

Courses to be Taken as Compulsory

Prerequisite	Course Code	Course Name	Theo.	Prac.	Total	ECTS
	MNO 4235	ENTREPRENEURSHIP AND BUSINESS PLANNING	3	0	3	5
	MNO 4222	ORGANIZATIONAL CHANGE AND DEVELOPMENT	3	0	3	5

**ECTS Total: 10 Credit Total: 6
Courses to be Taken as Elective**

Prerequisite	Course Code	Course Name	Theo.	Prac.	Total	ECTS
	FIN 4237	ENTREPRENEURIAL FINANCE	3	0	3	5
	MNO 3002	BUSINESS ETHICS	3	0	3	5
	MNO 4240	INDUSTRIAL RELATIONS AND COLLECTIVE BARGAINING	3	0	3	5
	MNO 4244	UNDERSTANDING ORGANIZATIONS, PEOPLE AND SOCIETY	3	0	3	5
	MRK 4220	PRODUCT AND BRAND MANAGEMENT	3	0	3	5
	MRK 4231	STAKEHOLDER RELATIONSHIP MANAGEMENT	3	0	3	5
	MRK 4233	DIGITAL MARKETING	3	0	3	5
	QMT 4242	E-BUSINESS	3	0	3	5
	QMT 4244	PROJECT MANAGEMENT	3	0	3	5
	MRK 4218	SUSTAINABLE BUSINESS MODEL INNOVATION	3	0	3	5
	MRK 4216	MARKETING RESEARCH	3	0	3	5
	MRK 4248	INNOVATION & NEW PRODUCT DEVELOPMENT	3	0	3	5
	MRK 4222	ADVERTISING MANAGEMENT	3	0	3	5
	MNO 4241	LEADERSHIP	3	0	3	5

Prerequisite	Course Code	Course Name	Theo.	Prac.	Total	ECTS
	MNO 4233	TÜRKİYE AND BUSINESS ENVIRONMENT	3	0	3	5
	LAW 4220	CONTRACTS LAW	3	0	3	5
	MNO 4242	INNOVATION MANAGEMENT	3	0	3	5

* The minor program consists of at least 18 credits in credit-based systems, or an equivalent number of courses in non-credit systems.

* Four (4) courses must be selected from among the elective courses.