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# Agricultural Entrepreneurship Training Material

“ENHANCING SOCIAL INCLUSION OF YOUTH THROUGH  
EMPLOYMENT IN AGRIFOOD SECTOR”



PROJECT  
**AGRI FOOD**

Project Number:  
2019-3-TR01-KA205-079155

**2021**



**TAGEM**  
AR-GE & İNOVASYON



**CTC** Centro  
Tecnológico  
Nacional de la  
Conserva y  
Alimentación



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# CONTENTS OUTLINE

## Before You Start The Training

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General Instruction .....	13
Workshops.....	13
Evaluation Instructions.....	13

## MODULE I: FIRST STEP OF THE ENTREPRENEURSHIP: ECONOMICAL AND FINANCIAL LITERACY

Module Outcomes.....	14
Module Overviews.....	14
Module Introduction .....	16
1. Study Unit I: What Do Economy And Finance Mean? .....	16
Outcomes.....	16
Overview .....	16
Introduction.....	17
1.1. Lesson1.1. ABC of the Economy .....	17
1.1.1. Introduction .....	17
1.1.2. Elements Need to Know While Starting a Business.....	17
1.1.3. Being an Entrepreneur is to Understand Economy.....	18
1.2. Lesson1.2. Importance of Financial Information .....	19
1.2.1. Introduction .....	19
1.2.2. Why does Finance Important? .....	19

---

1.2.3. What are Financial Investment Tool?.....	20
1.2.4. System, Removing the Risk: Insurance.....	20
<b>2. Study Unit II: Spark of the Development Fire; Production .....</b>	<b>20</b>
Outcomes.....	20
Overview.....	21
Introduction.....	21
<b>2.1. Lesson 2.1. Product, Production and Production Management.....</b>	<b>22</b>
2.1.1. Introduction .....	22
2.1.1. The Formula of the Production: Production factors.....	22
2.1.1. Production Types.....	23
<b>3. Study Unit III: I Consume! Therefore I Am .....</b>	<b>24</b>
Outcomes.....	24
Overview.....	24
Introduction.....	25
<b>3.1. Lesson 3.1. You Exist Not As Much As You Live But You Consume!.....</b>	<b>26</b>
3.1.1. Introduction .....	26
3.1.2. Consumption Economy.....	26
3.1.3. Consumption Psychology .....	27
3.1.4. Consumption Sociology.....	27

# **MODULE II: AGRICULTURAL ECONOMY AND AGRICULTURAL BUSINESS IN ALL ASPECTS**

<b>Module Outcomes</b> .....	<b>27</b>
<b>Module Overviews</b> .....	<b>28</b>
<b>Module Introduction</b> .....	<b>29</b>
<b>1. Study Unit I: Rural Development and Agricultural Policy</b> .....	<b>29</b>
Outcomes.....	29
Overview.....	30
Introduction.....	30
<b>1.1. Lesson1.1. Macro and Micro Elements in Agriculture</b> .....	<b>30</b>
<b>1.2. Lesson1.2. National and International Agriculture Policy</b> .....	<b>31</b>
<b>1.3. Lesson1.3. Rural Sociology</b> .....	<b>32</b>
<b>2. Study Unit II: Management and Organization in Agricultural Business</b> .....	<b>32</b>
Outcomes.....	32
Overview.....	32
Introduction.....	32
<b>2.1. Lesson2.1. Agricultural Production</b> .....	<b>33</b>
<b>2.2. Lesson2.2. Agricultural Marketing</b> .....	<b>34</b>
<b>2.3. Lesson2.3. Agricultural Accounting</b> .....	<b>34</b>
<b>2.4. Lesson2.4. Agricultural Finance</b> .....	<b>34</b>
<b>2.5. Lesson2.5. Agricultural Law</b> .....	<b>34</b>
<b>2.6. Lesson2.6. Agricultural Statistics</b> .....	<b>34</b>
<b>6 2.7. Lesson2.7. International Agriculture</b> .....	<b>34</b>

# MODULE III: ENTREPRENEUR AND ENTREPRENEURSHIP AS AN ECONOMICAL MODEL

<b>Module Outcomes</b> .....	<b>35</b>
<b>Module Overviews</b> .....	<b>35</b>
<b>Module Introduction</b> .....	<b>36</b>
<b>1. Study Unit I: Economical Person: Entrepreneur</b> .....	<b>36</b>
Outcomes.....	36
Outcomes.....	36
Introduction.....	37
<b>1.1. Lesson 1.1. Who is this Entrepreneur?</b> .....	<b>37</b>
Introduction.....	35
1.1.1. Why a Person Become an Entrepreneur? .....	35
1.1.2. Who is an Entrepreneur? .....	39
1.1.3. Who is not an Entrepreneur? .....	39
1.1.4. How Should be Successful Entrepreneur?.....	40
1.1.5. Do Every Person, Who Call Himself as Entrepreneur, an Entrepreneur?.....	41
1.1.6. Hats of an Entrepreneur.....	41
1.1.7. What is the Role of Entrepreneur in Economy? .....	41
1.1.8. Who is Called as Agricultural Entrepreneur? .....	42
<b>2. Study Unit II: Is Entrepreneurship a Profession? Or Action?</b> .....	<b>42</b>
Outcomes.....	42
Overview.....	43

Introduction..... 44

**2.1. Lesson2.1. Philosophy of the Entrepreneurship: Didn't Everything Start with Entrepreneurship? .....45**

    2.1.1. Introduction .....45

    2.1.2. Entrepreneurship is the First Thing for Everything.....45

    2.1.3. Passion for Entrepreneurship..... 46

    2.1.4. Does Entrepreneurship Looking? Or Seeing? ..... 46

    2.1.5. Primary Functions of the Entrepreneurship Study ..... 46

    2.1.6. Is There Only Money To The Purpose Of Entrepreneurship? .....47

    2.1.7. Feet of Entrepreneurship: Skills & Experience.....47

## **MODULE IV: CREATOR EXERCISES, BUSINESS IDEAS DEVELOPMENT AND BUSINESS ESTABLISHMENT IN AGRICULTURAL ENTREPRENEURSHIP**

**Module Outcomes ..... 48**

**Module Overviews ..... 49**

**Module Introduction..... 49**

**1. Study Unit I: Practices of the Creative Exercises..... 49**

Introduction..... 49

**1.1. Lesson1.1. Brain Storming!..... 50**

**1.2. Lesson1.2. Change Your Point of View!..... 50**

**1.3. Lesson1.3. See the Future ..... 50**

**1.4. Lesson1.4. Catch the Intersection Between Rules and Irregularities!..... 50**



<b>2. Study Unit II: I Found! I Found! How Will You Find Business Ideas?</b> .....	<b>50</b>
Introduction.....	50
Road to Effective and Correct Business Idea .....	51
Following the New Trends? Or Creating New Trends?.....	52
Catching Innovation and Being Innovative .....	52
Are There Types of Innovation? .....	52
Both Be Reasonable and Innovative: Road to Innovation.....	52
Concept, Applicable in All Ages: Innovation.....	53
Innovation Is Not Only One!.....	53
Establishing the Link Between Innovation and Novelty.....	53
<b>3. Study Unit III: Principles of Business Establishment and Business Plan in</b>	
<b>Entrepreneurship</b> .....	<b>53</b>
Introduction.....	53
<b>3.1. Lesson 3.1. Establishing a Business is not As Hard As You Think</b> .....	<b>53</b>
Introduction.....	53
3.1.1. Basic Feature of Establishing a New Business.....	54
3.1.2. Possible Problems for Operating a Business? .....	54
3.1.1. Steps of Business Establishment Process.....	54
<b>3.2. Lesson 3.2. No Wind Supports Ship without Route! Necessity of the</b>	
<b>Business Plan</b> .....	<b>56</b>
Introduction.....	56
3.2.1. Principles of Business Plan 5Wh 1H.....	56
3.2.2. What are the Business Plan Criteria? .....	56
3.2.1. Mistakes Known as Corrects in the Business Plan .....	57
3.2.1. Business Establishment Stages.....	57

# MODULE V: EXACT TIME OF THE AGRICULTURAL ENTREPRENEURSHIP!

<b>Module Instruction</b> .....	<b>58</b>
<b>Module Overviews</b> .....	<b>58</b>
<b>Module Introduction</b> .....	<b>59</b>
<b>1. Study Unit I: Importance of Entrepreneurship in Agricultural Sector and Agricultural Entrepreneurship</b> .....	
Introduction.....	60
<b>1.1. Lesson1.1. Agricultural Entrepreneurship Areas and Opportunities</b> .....	<b>60</b>
1.1.1. Introduction.....	60
1.1.2. First Needed Sector: Agriculture.....	60
1.1.3. A Homeland Defense: Consumer Ethnocentrism.....	61
1.1.4. Changing Consumption Habits .....	61
1.1.5. Address of the Future: “Organic Product” .....	61
1.1.6. Increasing Demands of International Market .....	62
1.1.7. A New Life Model: Rural Life .....	62
1.1.8. Running Away From the Stress of Cities, and Defect to the Soil: Rural Tourism .....	62
<b>1.2. Lesson1.2. Power of the Agricultural Entrepreneurs: Governmental Supports</b> .....	<b>63</b>
1.2.1. Introduction.....	63
1.2.2. From Campus to Garden: Farmers with University Degrees .....	63
1.2.3. To Good Old Days: Farmer Returning to the Village .....	63
1.2.4. For Development and Production: Enterprise and Farmer Credits.....	64
1.2.5. Agriculture Under the Light of Science: Young Farmer Academy.....	64
<b>2. Study Unit II: New Star for International Trading: Agricultural Entrepreneur</b> .....	<b>64</b>

Introduction..... 64

**2.1. Lesson2.1. Discovering the New World: International Market..... 64**

    2.1.1. Introduction..... 64

    2.1.2. Crossing the Borders..... 64

    2.1.3. Seeing New Countries..... 65

    2.1.4. Experiencing New Agricultural Products..... 65

    2.1.5. Development Power: International Fairs and Organizations..... 65

    2.1.6. Speaking the Same Language: Foreign Language and Importance ..... 65

**2.2. Lesson2.2. How Can You Implement Foreign Trading?..... 65**

    2.2.1. Introduction..... 65

    2.2.2. What is Being Said By Foreign Trading Language? ..... 66

    2.2.3. How Will I Send My Product? ..... 66

    2.2.4. Which Documents Should Be Issued? ..... 67

    2.2.5. How Will be the Payments? ..... 68

## **MODULE VI: ORGANIZATION AND COOPERATIVES IN AGRICULTURE SECTOR**

**Module Outcomes ..... 68**

**Module Overviews..... 69**

**Module Introduction ..... 69**

**1. Study Unit I: Sound of Two Hands Instead of One: Cooperatives..... 69**

Introduction..... 69

Why Do Cooperatives Exist?..... 70

How Do Cooperatives Establish?..... 70

# **MODULE VII: THEY SUCCEEDED, NOW YOUR TURN! SUCCESSFUL AGRICULTURAL ENTREPRENEURS**

<b>Module Outcomes</b> .....	<b>71</b>
<b>Module Overviews</b> .....	<b>71</b>
<b>Module Introduction</b> .....	<b>71</b>
<b>1. Study Unit I The Symbol of the Unified Power: Tarım A.Ş.</b> .....	<b>72</b>
Introduction.....	72
History of Establishment .....	72
Success With Raspberry.....	72
Blueberry Towards Becoming A New Symbol.....	74
<b>CONCLUSION</b> .....	<b>75</b>

# BEFORE YOU START THE TRAINING

## General instruction

This training should be made in conjunction with the workbook provided. As you read through the training material, you will find different visual features and information that are designed to help you navigate the document.

This training material contains some keywords and images to facilitate your understanding. Please read or ask the words you do not understand from the text in order to provide the targeted benefit from the training material.

## Workshops

Many topics in the training material will include various workshops to help you gain knowledge and increase your competence. The training material includes four types of activities: An overview of the Training Material and a preliminary assessment will be made before reading from the introduction, then the topics will be explained theoretically (with practical examples), workshops will be held on some topics, and a final assessment will be completed after all the material has been addressed. This will measure the change in your level of knowledge by completing the material.

## Evaluation Instructions

Keep these elements in mind while evaluating yourself with this training material and at the end of the training:

All subtitles related to the Agricultural Entrepreneurship module should be completed on this study.

This material contains all the information you will need during the training.

Make an effort to participate in all theoretical lectures and workshops with an educational material. Stable participation is important as the lessons described are interconnected. Consider each topic in this training material in order.

If you find that you are not sure of any part of the training material, repeat this section until you are sure.

Participate in all of the measurement and evaluation processes planned to be carried out during the training to be organized in company with training material. These measurements and evaluations are important for the determination of the progress you have made.

The information in the training material is part of the project in which this training is organized. It cannot be considered separately from this project, cannot be copied or reproduced without permission, and cannot be a part of other educational programs outside the project.

# MODULE I: FIRST STEP OF THE ENTREPRENEURSHIP: ECONOMICAL AND FINANCIAL LITERACY

## Module Outcomes

You will be able to do the following after completing this module;

- You will master the basic concepts of economy.
- With conceptual knowledge, the economy will become an area of interest.
- You will be able to analyze country and world economic policies more accurately.
- You will be able to choose the right investment tool today and in the future.
- By learning the types of production, you will be able to decide the right production method.
- By understanding the economic, psychological and sociological aspects of the consumption phenomenon, you will be able to choose the right entrepreneurship areas.

## Module Overview



Basic economic and financial information is important to every individual. Because all individuals are in the economic system. Knowing the economic process; economic policies and economic concepts cause understanding. It is the main issue that an individual who is the producer of the economy should focus on with more care and attention.

For example; It is important for the manufacturer to interpret the increase or decrease of the dollar from a country. All kinds of fluctuations in exchange rates affect the production course of the producer. While this effect may be positive, sometimes it may be negative. Another example; It allows the producer to develop a defense mechanism against the crisis in the face of economic

crises occurring in a country or in the world. Basic economic knowledge is needed to understand and analyze the causes of an economic crisis.

Similarly, it is one of the main issues that should be known to both the producer and the consumer in financial systems. An entrepreneur must have capital in order to produce. An entrepreneur must also know where to get capital. It also helps him find the investment tools he can evaluate the capital instruments he has.

Another issue is production and consumption. These two concepts, complementary to each other, also represent the input and output of the economy.

Knowing the modes of production causes an entrepreneur to choose the right production method. Because each stakeholder in the production process has its own pros and cons. Each product is presented with a different production style. For example, automation systems are needed to meet fast and intense demand and deliver on time. However, if an entrepreneur prefers labor-intensive production instead, he will not be able to respond quickly to requests.

Consumption, which is complementary to production, is also important for the entrepreneur. Knowing what people consume, when, where, how and why is one of the first things an entrepreneur should learn. The entrepreneur will present the products he wants or produces to people. Therefore, getting to know the consumer leads to the right production and marketing.

## Module Introduction

This module is like a map in the hands of the entrepreneur before setting off. It is the biggest advantage of the entrepreneur to be able to see the problems on the road beforehand. This module, which will benefit you, offers you the basic principles of entrepreneurship.

It is important to know the basic conceptual principles to analyze and interpret what you need. Commenting on a word you do not know causes some errors. This module is prepared to reset your negative experiences.

# 1. Study Unit 1: What do economy and finance mean?

## Outcomes

- Considered as the core of economic functioning; you will interpret the issues such as demand, need, supply and demand more accurately.
- As an entrepreneur, you will see your contribution to the economy.
- You will learn what financial investment instruments are.
- You will get to know more about the insurance that will protect you in your business.



## Overview

Consider a car. A car that works like a clock. Latest model. Zero km. A car that is at the center of the likes. But if you don't have the basic knowledge, experience and skill you need to drive this car, can the car be moved? In this study, what you will learn is like a key to move the car. First of all, any information you learn will be an advantage for you. Knowing one more subject will both expand and improve your sphere of control.



## Introduction

The word brand means marka in Turkish. Looking at the origin of the word brand, in the Scandinavian language; it is derived from the word "Brandr", which means a trace left by a hot object on the ground. Why this example? The primary way to understand a phenomenon is by looking at the meanings of words that describe it! Brand is a concept that does not differentiate a product, service, person, non-governmental organization, business and city from its peers. When a hot iron leaves a mark on your pants, when describing your pants to someone; you say "Do you know the pants with ironing marks, that is what I am looking for". Did you see? How a burn scar separated your pants. The meaning of a word and its root, how it explains everything.

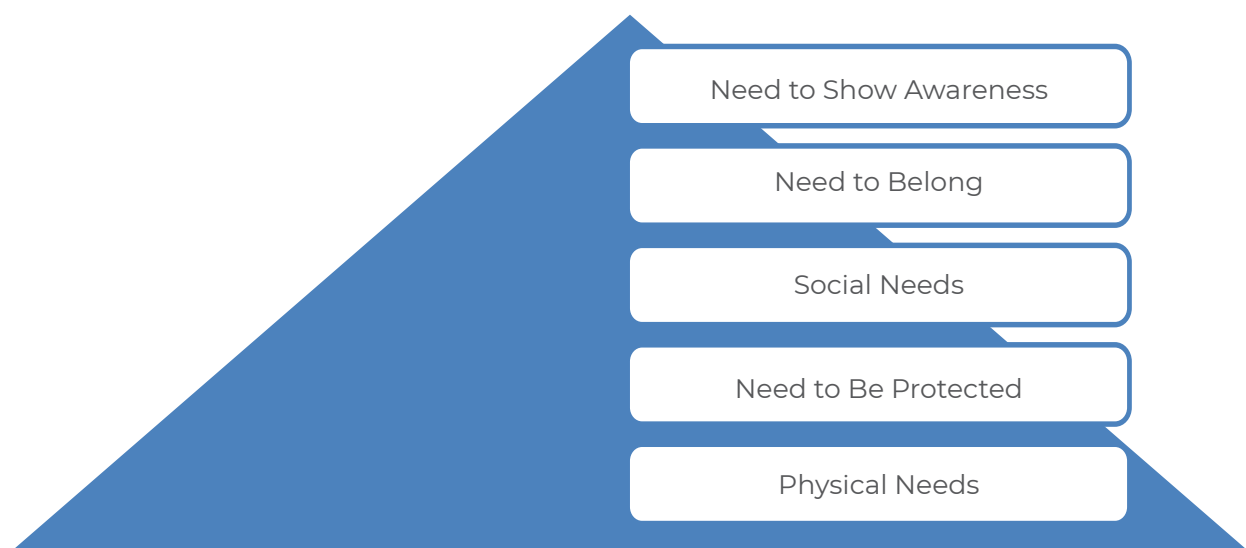
## 1.1. Lesson 1.1 ABC of the Economy

### 1.1.1. Introduction

Did they teach you to write without teaching the letters? Of course no. It is necessary to recognize the letters first, then hit each other and make a sound. Here are the concepts we need to learn.

### 1.1.2. Elements Need to Know While Starting a Business

- **Need:** The beginning of all economic activities in the world is need. If someone didn't need it. Maybe there will not be many products we use today. It creates a tension when the needs are not met. Of course, the needs that create tension differ from person to person. However, considering all human needs, a pyramid was created by Maslow. He called it "Hierarchy of Needs". This pyramid is as follows;



If we exemplify the areas in the table above;

a- Physiological needs: Basic human needs such as eating, drinking and shelter. For example; Saying let's go to auction to someone who is thirsty will be out of place. Because the person will want to quench his thirst first.

b- Security needs: Ensuring the safety of people and property is a need.

c- Social needs: Human needs communication and interaction with other people. Because, human beings survive with social relations.

d- Need to show oneself: people are in a certain job and occupation in their lives. People mostly wish to be congratulated and appreciated for their work. It is a spiritual need to be liked by other people.

e- The need for self-realization: The individual at this stage has completed all his needs. It tends to increase its dignity and love in society.

- **Desire:** While need is a more basic behavior, desire is a more selective behavior. For example; while thirst is an essential and physiological need, the choice to quench thirst is a desire.

## WARNING!

Today's most popular discussion topic; It is the integration of the concept of demand and need. It is the perception of requests as the basic need. For example; While drinking pomegranate mineral water is a desire, the individual has loaded it into a basic need.

- **Benefit:** It is called physiological and emotional satisfaction that a consumer experiences when he / she has a product or consumes a product. There are functional, symbolic and mixed benefit types in itself. For example, when purchasing a mobile phone with a very high market value; There is emotional benefit if it buys by brand value, functional benefit if it buys according to the feature of its camera, and mixed benefit if it buys both by brand value and camera.

- **Demand:** It refers to the demand shown by buyers in the market against a product or service.

- **Supply:** It refers to the production made for the tapes received by the buyers.

### 1.1.3. Being An Entrepreneur is to Understand Economy

Man is defined and explained differently by different science and disciplines. At the same time, studies classify people according to their different characteristics. However, when we cleanse people of all kinds of factors that categorize people, and evaluate the factors that create common denominator and examine this assessment from the perspective of the philosophy of existence; it has features such as **“researching, finding, exploring, identifying, discovering and developing every kind of business and occupations, which are described as new and different, believed to provide added value to the people and the society”**.

These properties are the main pillars of the establishment and operation systems of economic structures in the world. By using these features, the individual, directly or indirectly, affects the progress or development of societies in different angles and extent, knowingly or unknowingly. Although the individual represents the person (subjective), the society represents the audience (objective).

Entrepreneurs help the society they live in many ways. We can even say clearly that these aids have the biggest share in the economic system. For example, one of the biggest stakeholders that determines the economic development level of a society is entrepreneurship.

When evaluated from this perspective, we can characterize each individual as an entrepreneur. We can say that each individual has a natural entrepreneurial mission in their existence.

## **1.2. Lesson 1.2 Importance of Financial Information**

### **1.2.1. Introduction**

Story of 100 dollars;

There is a big economic crisis in a town. Nobody has any money left. They fulfill their needs by exchanging touches. Everyone in the town also owes each other. Hotel owner has debt to butcher, butcher to greengrocer, grocer to store, and store owner to the owner of the hotel. One day a stranger comes to town. He goes to the hotel for his accommodation. The hotel asks the owner for the price of a room. Hotel owner says 100 dollars. Foreign man says "Okay but I have one condition". "If I don't like the room, I'll get back the 100 dollars I gave you". Hotel owner says "Ok". Stranger goes to his room. The owner of the hotel pays his debt to the butcher with 100 dollars immediately. Butcher pays to grocer. Greengrocer pays to store owner. Store owner pays his debt to the hotel owner with 100 dollars. 100 dollars travels hand to hand in the town and returned to the hotel owner. While the owner of the hotel was happy to have 100 dollars, the stranger came from above and asked for the \$ 100 he just gave. And the hotel owner returned the money. And the stranger left town.

Just a \$ 100! It was enough to pay everyone's debt without getting into anyone's pocket. This is economy and finance!

### **1.2.2. Why does Finance Important?**

You want to start a business. You have a very good business idea. You have your capital in your hand. But it's not enough for your job. You need to increase your capital. What will you do?

As it is seen, the importance of finance starts here. Finance will help you evaluate the currency in your hands.

Also, new vehicles that can be used instead of money have been released recently. The most popular of these is “bitcoin”. In a certain period, it has brought high profits to its investors.

### 1.2.3. What are Financial Investment Tools?

- **Stocks:** Valuable papers traded on the stock exchange and can be issued by joint stock companies and limited companies whose capital is divided into shares. Investors share the company's profits and losses as much as the amount of shares they purchase.
- **Bonds:** Issued by government and joint stock companies. It is a valuable paper with different maturity options and interest rates. For example; Entity A issues a 1000 TL bond with a maturity of 24 months and an interest rate of 20%. The investor gets 1200 TL at the end of 24 months. It has a return of 200 TL.
- **Repo:** Investment made by banks by determining a certain amount of interest and maturity.
- **Leasing:** It is a financial leasing method.

### 1.2.4. System, Removing the Risk: Insurance

Insurance is a service activity. Insurance is the name of the system that guarantees the damages that the insured will experience. Insurance is a social solidarity system. A person included in this system pays a price for a certain period. The price paid is collected in a pool. Payment to the insured in need is made from this pool.

## 2. Study Unit 2: Spark of the Development Fire; Production

### Outcomes

- You will learn the production process closely
- You will decide which type of production you choose.
- You will use the basic functions and strategies of production management effectively.
- You will reveal production factors and relationships

## Overview



The power of a country's economic development; are production and export. Making production is an important situation. But even more important is the export of manufactured products. Because foreign currency enters the country with exports and foreign currency reserves increase. This means having a say in the international market.

On the contrary, countries that cannot produce cannot be developed. It becomes a foreign-dependent country with the import that takes place.

So the states; support entrepreneurs in many areas for production realization. Especially by means of globalization, world interaction and trade increased more. With the contributions of digitalization, countries export easily and quickly.

## Introduction

Production also has a system in itself. This system actually refers to a process. For example; production factors enter the system as an input and at the end of the process it becomes an output as a product or service. The functioning of this system is provided by choosing the right production system for the right product.

Deciding this will ensure the manufacturer's operating speed and the system actively. Another situation is; is the right choice of production factors. The entrepreneur should choose the production factor suitable for what product he wants to produce. The entrepreneur has to master every production factor.

## **2.1. Lesson 2.1 Product, Production and Production Management**

### **2.1.1. Introduction**

When it comes to production, it comes to mind that industrial production made from there. It is also symbolized by large factories and huge facilities. However, production is a phenomenon and action that has existed since the early days of humanity. Because the continuation of people's lives is possible with the outputs obtained as a result of production. Therefore, every sector is in a production process. Even putting forward an idea is a production. However, systematic production is possible only by managing the production process. That's why production management and requirements are needed.

There are the topics listed below in Production Management;

- Operation and production strategy,
- Efficiency,
- New product development and design,
- Facility (production location) selection,
- Stock management,
- Production resource planning,
- Quality and process management

### **2.1.1. The Formula of the Production: Production factors**

Production factors are indispensable factors that cause the production process to start and continue. Just as a car needs movement, a certain factor is required for a production to take place if it needs wheels, engines and gasoline. Although these factors are different from each other, they are interdependent in the production process. Production factors are not interchangeable but complementary. In other words, the other will not function without one. Production factors that are needed and must be in order for production to start and continue, are;

- Raw Materials
- Capital
- Labor
- Entrepreneur
- Knowledge
- Technology

## WARNING!

The person who includes the factors of labor, capital, soil, technology, knowledge, and raw materials, which are considered as production factors, is the entrepreneur. It was first evaluated by Bapiste Say among the production factors and the entrepreneur was added to the production factors (Bocutoglu, 2012: 107)<sup>1</sup>. As it is seen, it is the person who brings together and applies entrepreneurial elements. Although there is an organic bond among the factors of production, the strongest network and locomotive of the bond is the entrepreneur.

### 2.1.1. Production Types

- **Production to stock:** It is the production of products that can be stored under certain conditions and are constantly demanded from the market. Automobile, white goods are products manufactured to stock. This method is not used for products whose expiration date is short-term or that cannot be stored under necessary conditions.
- **Production to order:** These are products made to order from customers. For example, the construction of a passenger plane or a design you want to have at home.
- **Assembly-to-order:** It is a mix of production to stock and production to order. For example; Create a computer with the features you want. This system is used especially in products with multiple functions and options.
- **Discrete production:** One system is to use for more than one product. Such as repair shops and furniture production.
- **Labor intensive production:** It is production made entirely by manpower. For example; such as farming without the use of machinery and tractors.
- **Continuous production:** the system used to produce a specific standard product. The production machine produces a single product. For example, bread production.
- **Project type production:** Mega projects produced with a consortium created by more than one and different companies. Such as Istanbul Airport, Marmaray, Osmangazi Bridge.

<sup>1</sup> Ersan Bocutoglu, (2012), "İktisadi Düşünceler Tarihi", Murathan Yayınevi, Trabzon.

## 3. Study unit 3: I Consume! Therefore I Am

### Outcomes

- You will develop a business idea according to consumption habits
- You will be able to find the right target audience with the consumption culture
- You can create new habits for consumers
- You will recognize social classes and consumption habits of social classes
- You will see the possibilities of the consumption economy
- You will understand the importance of consumer behaviors

### Overview



Consumption is the most basic action of life. In order to sustain all its living assets, it necessarily performs consumption. Consumption is an innate emotion, like innate emotions like loving, being loved and angry. Consumption does not only include living life. For example, even the paints of buildings that do not have a living entity wear out over time. It needs to be repainted. As you can see, a building can also realize consumption. Consumption is the necessity of life.

Today, consumption is experienced in different ways. The need-centered consumption behavior of people has been replaced by a symbolic or spectacular consumption. This



shows that consumption has a dynamic structure. However, consumption habits vary from person to person. These variations are;

- Income
- Training
- Profession
- The region lived
- Reference groups
- Culture
- Social environment
- Psychological effects

Each item expressed here also has a wide variety of factors. Although it is different for each individual, consumption is combined in a common denominator. In this denominator; are socio-economic status groups. These groups, which are generally accepted all over the world, are; A+

- A +
- A
- B
- C1
- C2
- D
- E

Each of the above groups has identity and personality characteristics. For example, while D and E group buy food open to their home, this behavior does not occur in groups A and B. This table will help the entrepreneur to choose which audience to choose. Because D and E group cannot buy a product that group B can buy / buy. Therefore, the entrepreneur should definitely look at the behavior of these groups when determining the target audience.

## **Introduction**

Entrepreneurs need to have a good understanding of consumption and communities' consumption culture before they take action. This is a must for an entrepreneur. Because the important thing is which product you produce for whom.

For example; Nestle entered the 1980s with a renewed corn flakes for breakfast the morning market in Turkey. Although he did intensive promotion activities, he did not see

the demand and attention required. And he withdrew from the market. Because drinking soup at the breakfast habit in Turkey in that period and breakfast (eggs, olives, cheese) dishes. The result was frustration for Nestle. But as time began to change consumption habits in Turkey. Now, breakfast was replaced by corn flakes and tea as orange juice. With these changing consumption habits, Nestle entered the market again. According to this event; if you don't know your target audience's consumption habits, you should be prepared for frustration.

## **3.1. Lesson 3.1. You Exit Not As Much As You Live But You Consume!**

### **3.1.1. Introduction**

An attack was made on the World Trade Center in the United States on 2001. At the end of this attack, in which many people lost their lives, Americans also had an atmosphere of fear and panic. They think that if such an attack happens again, victims will be themselves. People closed their homes, waiting for the process to return to normal. Meanwhile, a statement came from the New York officials; "This attack was made on our way of life. Our security forces took the necessary measures. Please get out of your homes and return to your social life. " The expression "our way of life" in this statement is an important point. Because life style in America is based on consumption. When inviting people out again, they were asked to consume.

### **WARNING!**

Do not underestimate consumption! Investigate why and what they consume!

### **3.1.2. Consumption economy**

Let's face it. We used to spend less. Namely, we consume less. Now we have a consumer-centered life. Because millions of products and services that make human life easier have emerged. Sectors also diversified among themselves. All kinds of diversity both mobilized the economy and created a new economy in itself.

For example, economies that are expressed as special day economy and gift economy were born in the world today. All of them are an important stakeholder of the system. All we have to do is; create a new economy! Develop a new product and product culture!

### 3.1.3. Consumption psychology

“Shock campaign 50 % + 50 % discount!” you probably saw a post like this in shopping malls. The first answer to the consumer who sees this; “The product is free”. However, it is not at all. All this is done to be able to press the purchase button in people’s minds, and it is successful.

### Not: Nueromarketing! Research !

Consumption has a great place in human psychology. For example; consumption addiction. With its name in psychology; compulsive purchase. Because consumption addiction is now a problem.

### 3.1.4. Consumption Sociology

We said that consumption habits will differ from person to person. However, societies and even large masses have common consumption habits. For example; Ramadan has special consumption rituals for this month. Society has a feature that can act the same way for a single reason. All you have to do is know the structure of the community in which you operate.

## MODULE II: AGRICULTURAL ECONOMY AND AGRICULTURAL BUSINESS IN ALL ASPECTS

### Module Outcomes

You will learn;

- The principles of the agricultural economy,
- The importance of rural development in economic development,
- How the country's agricultural policies are reflected to the producers,
- Why rural development is necessary for communities and entrepreneurs
- How management organizations in agricultural enterprises are shaped.

## Module Overview



Entrepreneurship has become more active with the Second World War, which is accepted as the reconstruction of the world economic and social life, and the phenomenon of globalization, which made itself felt both conceptually and in practice in the 1990s.

The states that recovered after the Second World War and newly founded states gave their priority to economic development. Economic development movements of countries are the most important examples of this situation.

During the war period, the countries that were directly or indirectly involved in the war, while allocating all their investment fields and powers to the military field, preferred the industry as the new way of development at the end of the war. This situation continued until the 1990s, when globalization movements started, and after this date, especially the service and construction sectors constituted the new moves of the countries in development.

Likewise, technological developments that affect the globalization have both created new sectors and rapidly increased the development and progress in the situation of the existing sectors. Changing world conditions have made changes in the social lives of the world, people have adopted new consumption-oriented lifestyles.

Another important point to be mentioned here is that businesses have been seeking

new markets within the concept of globalization and cooperated with local, regional and national enterprises in order to enter and hold markets in different countries. The new collaborations that have emerged have allowed the establishment of small and medium-sized enterprises in the market where they want to operate. Because the desire for growth of a global enterprise, the desire to reach every market and the consumer requires the reshaping of the costs, it has paved the way for them to make agreements with local businesses in order to produce fast products, reach consumers quickly and recycle.

It is important to know this process. Because agriculture is positioned in the economy only in this way.

In the historical process of the economy, industrial development has taken action in a certain period. However, the agricultural economy has been a sector that has been forming and maintaining its existence since the early periods of history.

Although sectoral contractions occurred in economies, the agricultural economy always maintained its effectiveness. Because the agricultural economy meets the basic and compulsory needs of the people.

## Module Introduction

Regardless of the scale of agricultural organization, it is necessarily shaped by the general business logic. Operation and structuring in every enterprise is also valid for agricultural enterprises. An enterprise that wants to be effective in the long term must implement this process. It is a systematic requirement to determine management organizations in business administration. Because ensuring the operation in a coordinated manner provides important gains.

# 1. Study Unit 1: Rural Development and Agricultural Policy

## Outcomes

You will learn;

- What are the functions of an enterprise in rural development?
- Which business functions are required?
- How to create management and organization schemes of agricultural business?
- What are the near and far environmental elements of the agricultural enterprise?
- The requirements of agricultural policies.

## Overview

The fact that the cities are built on arable lands, fertile lands and lands on the delta, narrows the usage area of the soil, which allows for agricultural work. Rapidly continuing migration especially in big cities (from village to city, from city to city, from country to country) causes housing needs and satellite cities and new settlements (neighborhoods) created to meet the needs cause the population to spread out of the cities' residential areas. This situation is more common in cities with high population density. Or, like growing agricultural lands in the middle of the city with increasing population.

Agricultural entrepreneurship increases significantly due to reasons such as state subsidies, changing human profiles and experiences, increasing interest in agricultural products in the world, and seeing agriculture as a new market. The increase experienced causes general economic development, sectoral mobility and a decrease in the migration from the village to the city, which is seen as a social problem, and the increase in reverse migration.

As can be seen, agricultural development is important for world societies. Looking across the world, we can see that agricultural support and incentives are intense. Today, especially state supports have gained weight in the point of agricultural development. In addition, the production, storage, marketing supports and agricultural investments provided by the municipalities have enabled rural life to develop and entrepreneurship activities to pass into this field.

## Introduction

There are stakeholders that are interdependent in agricultural development and functioning. The agricultural sector and rural development are related to the effectiveness of these stakeholders. If the harmony between stakeholders is actively taking place, the mobility of the sector will increase in this context. In fact, as in every sector, development depends on the total action of stakeholders. Failure in any of them can negatively affect the system of the sector. Therefore, continuity, even a small amount, is essential among stakeholders.

### 1.1. Lesson 1.1. Macro and Micro Elements in Agriculture

**NOTE:** The macro and micro elements created below are prepared for an agriculture-oriented system.

- Macro (distant) elements in agriculture;
- **Legal and political environment:** It is the environment that explains the operation of the country and sector in which it operates and determines the field of action. For example; The amount of capital required for the establishment of a business is determined by the commercial law.
- **Socio-cultural environment:** It is the environment that forms the social and cultural dimension of the market in which it operates. For example; The production and sale of some animals may be considered negative by some societies.
- **International environment:** Restrictions or incentives applied by the other country (s) to the country in operation.
- **Technological environment:** These are the technological developments related to the sector in operation. For example; like finding a new spraying method.
- **Economic environment:** It is the environment related to the general and sectoral economic situation of the country in which it operates. For example; such as national income level or income inequality in the country.
- **Natural environment:** It is the environment related to the scarcity or abundance of raw materials used to produce products. For example; The abundance of water resources eliminates the need for irrigation.
- **Micro (close) elements in agriculture**
- **Capital owners:** The person or persons who established the business.
- **Managers:** It is the administrative unit that ensures the operation of the business.
- **Employees:** They are the people who produce the product that turns into output.
- **Consumers:** They are the people who buy the product.
- **Competitors:** They are other companies that produce the same product in the same sector.
- **Suppliers:** These are the raw materials and semi-finished products that provide the business with the product.
- **Financial institutions Unions:** Employee and employer representatives in the sector in which they operate.

## 1.2. Lesson 1.2. National and International Agriculture Policies

Every country has agricultural policies and strategies developed. These shape the agricultural process in the country. For example; Hazelnut grown intensely in the Black Sea region has been produced in the last 50 years. Corn is grown in the region before. As can be seen, guides were made to the farmers in the cultivation of new agricultural products.

### 1.3. Lesson 1.3. Rural Sociology

Rural sociology, which is also defined as village sociology, reveals the life styles, human relations, values and norms of rural societies. Agricultural structures of communities are shaped by seeing the attitudes and behaviors of the rural community. How is your rural sociology?

## 2. Study Unit II: Management and Organization in Agricultural Business

### Outcomes

We shall learn;

- What are the administrative concepts in agricultural management,
- What are the organizational processes in agricultural management.

### Overview

The breaking point in the progress of agricultural entrepreneurship is the agricultural decline and acceptance from rural to urban migration as a problem. Municipalities, Governorships, Universities and even businesses that use agricultural products as raw materials organize workshops and symposiums to solve the problem. The most important point here is that; **studies for agricultural development are not social responsibility projects**. Because agriculture is one of the leading sectors that shape the future of a nation and country economically. Likewise, the fact that a state is both a social state and the level of welfare of the citizens living in its country or bringing it to prosperity are also in line with meeting basic needs. In other words, the state does not cause famine. Undoubtedly, agricultural work is the biggest stakeholder and complement of the service provided by a state in the fields of security, health, justice and education.

### Introduction

In the conceptual research of entrepreneurship in the agricultural sector, the individual who is an entrepreneur; If the “agricultural operator” is the entrepreneurial enterprise or cooperative; it is called “agricultural management”. Agricultural entrepreneurship; constitutes the most important synergy of agricultural and rural development. The increase in migration from the village to the city has caused both the rural population and agricultural production to decrease. Migration from the village to the city, which is accepted as a problem in the world, also endangers the safety of the health of human health, as an extension of this situation, and the proliferation of artificial or artificial products produced in unnatural environments and the inability of meeting the raw materials and food needs of the societies.



Together with increasing industrialization movement in Turkey, the employment opportunities in urban and regular income (salary) to be, health and concentration in urban areas of basic humanitarian spheres such as education, the adoption of a more modern experience of urban life has accelerated migration to urban areas. In the same period, the fact that Europe allowed foreign migration in order to meet the young workforce needs was also a major factor in the decrease of the rural population.

The fact that the young population did not want to live in the countryside and the urban life became more attractive caused the decline of both the rural population and the agricultural and livestock activities produced in the rural area. For example, the population of Bursa according to the 2019 Turkish Statistical Institute data is 3.05612 million people. The proportion of the rural population in the total population is 11%. Collecting the population in the cities has made the urban life more difficult and reduced the sustainability of the rural population and consequently agricultural production. Therefore, the main reason for the decrease in agricultural development; There have been migrations from the village to the city.

All these situations created a gap in the agricultural sector and the rapid increase in the population caused the basic food needs not to be supported by domestic production, but also to include imported products in the domestic market. The new conjuncture has made agricultural development and the agricultural sector important and investments and incentives in this area have also increased. Another factor in the acceleration of entrepreneurship studies in the agriculture sector; The political, economic and sociological extensions of the changing and developing world order are effective.

Even if the importance and necessity of agricultural development has been accepted by all segments, the important thing is the need for the "agricultural entrepreneur" or "agricultural operator" to start or continue the development. Undoubtedly, the implementer of the projects and activities created at the desk is entrepreneur. Therefore, entrepreneur is an important factor with its existence in agricultural development and development, and it is a pioneering step in the realization of the project that the entrepreneur is supported.

## **2.1. Lesson 2.1. Agricultural Production**

It is the execution and production of all kinds of activities evaluated within the agricultural area. Continuity of agricultural production is essential. Therefore, it is essential that agricultural production does not decrease. Agricultural production also supports rural and economic development of countries. Many countries aim to become a self-sufficient country in terms of agricultural production. It constitutes an important export item behind the domestic market.

## **2.2. Lesson 2.2. Agricultural Marketing**

It is the area that helps agricultural products enter new markets, expand, brand, and sell existing markets. It is the most basic unit of an agricultural enterprise. Rural tourism has recently entered the application areas of agricultural marketing.

## **2.3. Lesson 2.3. Agricultural Accounting**

It helps to provide basic financial balances such as income-expense in the production of agricultural products. It also enables policies such as cost planning and pricing.

## **2.4. Lesson 2.4. Agricultural Finance**

It is of great importance in finding capital that can support entrepreneurs in agricultural development. It contributes to the entrepreneur's acquisition of new agricultural land and the correct use of revenues.

## **2.5. Lesson 2.5. Agricultural Law**

It deals with policies and practices for agricultural studies from a legal perspective. In many countries, agricultural studies are determined at a legal level. For example; new legal arrangements have been made Turkey's EU process to be moving in line with EU legislation.

## **2.6. Lesson 2.6. Agricultural Statistics**

It is about collecting, processing, analyzing numerical data related to agricultural values. Statistical data serves as a guide for public officials, industry representatives and manufacturers. An entrepreneur must make use of statistics within the agricultural economy.

## **2.7. Lesson 2.7. International Agriculture**

It deals with the agricultural relations of countries with other countries. For example; common agricultural policies and agricultural trade are established among countries. In addition, international aid is provided to the agricultural sector by world organizations.

# MODULE III: ENTREPRENEUR AND ENTREPRENEURSHIP AS AN ECONOMICAL MODEL

## Module Outcomes

You will learn;

- What kind a person the entrepreneur is,
- What are the criteria of a successful entrepreneur,
- Essential elements for entrepreneurship,
- Whether everyone can be entrepreneurs,
- The importance of entrepreneurship in the economy.

## Module Overview



The concepts of entrepreneur and entrepreneurship have different meanings. Before the meaning of these concepts, firstly, the definition of the word “enterprise”, which originated in both words, will lead to a better understanding of the entrepreneurship and entrepreneurship concepts in the advanced stages. In this context, the initiative; It has the meaning of “getting started, attempting” (Turkish Language Association, Current Turkish Dictionary). It can also be considered as the first step to start a business or a job, which we can also consider as an act of action or an attack.

The entrepreneur will not be able to complete the qualifications and features he / she has in the field unless he / she cannot apply it to the entrepreneurial activities. Therefore, the complementary element of the entrepreneur is; “Entrepreneurship.”

In this context, it is necessary to define the concept of entrepreneurship and make evaluations on entrepreneurship in order to reveal the relationship and complementary elements of entrepreneurship and to ensure the integrity of meaning.

In addition to the generally accepted judgments and practices of “entrepreneur and entrepreneurship”, which are the keys to economic development, the principle of being able to analyze the past and current situations of the changing and developing world social and economic structures and to draw from the analysis obtained and to become one of the effective stakeholders in the economic ecosystem is adopted.

## Module Introduction

# 1. Study Unit I: Economical Person: Entrepreneur

### Outcomes

You will see;

- You will be able to compare the features of the entrepreneur with your own features.
- Principles of being an entrepreneur,
- Who is called a successful entrepreneur,
- It is you who benefit you most in agricultural entrepreneurship.

### Overview

Entrepreneurs are defined by many academics, public and private institutions and organizations. In the digital dictionary of the Turkish Language Association, the entrepreneur is defined in two different ways. It is defined by the words “anyone who starts a job for production” and **“the person who creates work and labor with a certain capital in trade and industry”**. Looking at the etymological structure of the word “entrepreneur”, it is derived from the word “interprehendere”, which means “catch and control” in Latin (Carayannis, 2013: 581)<sup>2</sup>. Based on the definitions and concepts obtained, we can also define the entrepreneur; as **“an individual(s) who, in the economic and social order, put forward new ideas to ensure economic and social development, or enable the progress and development of existing situations, and use production factors to achieve product and service output.”**

<sup>2</sup> Carayannis, E.G., (2013), “Encyclopedia of Creativity, Invention, Innovation, and Entrepreneurship”, Springer.

## Introduction

Before the individual calls himself an entrepreneur, he must know that the entrepreneur is a human being and that the person will use his humanitarian personality traits in entrepreneurship studies and that these features will sometimes yield a return and sometimes cause great losses and losses. All of these will help to demonstrate the individual's entrepreneur identity and entrepreneurship activities, to guide the entrepreneur in the entrepreneurship process, to become a bedside resource in all kinds of ideas and project phases that are desired to be learned and implemented in all fields of activity.

### 1.1. Lesson 1.1. Who is this Entrepreneur?

#### Introduction

#### **WARNING!**

The first and most important detail to remember is this; the criteria that should be in a good and successful entrepreneur are abundantly expressed in easy and fast accessible resources. However, each factor written and read differs from person to person, from work to work. The main point of this is the human factor at the center of all this. And one's personality traits are very different. Of course, there are generally accepted principles. But first of all, it is that the person knows and interprets himself and the field he will be entrepreneurs in a good way and acts accordingly.

#### 1.1.1. Why a Person Become an Entrepreneur?

##### To Establish a Business of His Own

##### Advantages

- To lead, not follow
- Putting business ideas into practice
- Being open to innovation
- High financial expectation
- Not being connected to individuals or institutions
- To control the implementation of the work
- To direct the employees and the sector

##### Zorlukları

- Working time period is high
- Wide and detailed duties and responsibilities
- Taking risks and responsibilities in different areas
- No standard in earnings gained

- Difficulties in finding financial instruments
- Intensity in time use
- To be regularly updated
- Failure to control workload
- Administrative and legal transactions
- Success criteria are also in the hands of employees

### **Working for Fees Advantages**

- To be able to generate a regular income
- Short, medium and long term plans and investments
- Ease of distribution of savings
- Comfortable creation of monthly and annual payment plans
- Ease of determining the term option
- Reducing the impact of internal and external events
- Reducing the impact of risk

### **Challenges**

- To invest in a narrow space
- Inability to make medium and long term plans
- Delay or no growth

### **Desire to Introduce Unique Business Idea to Market**

#### **Reasons for Challenges;**

- Not being able to find a regular and paid job
- Not being able to work in his own field
- Low personal interests and desires

#### **Reasons for Application;**

- A desire to generate a new income
- Low income from current job
- Considered as a social activity
- Willingness to leave jobs for other members of the family
- A desire to meet a social need
- An additional income requirement

**Reasons for Personal Features;**

- Desire to start his own business
- Not wanting to take orders or directives
- Individual decision-making for the future
- Desire to fulfill personal desires and attitudes
- Effort to achieve a social position

**1.1.2. Who is an Entrepreneur?**

With the simplest expression; “It is the person who takes various risks in order to create a product or service and transforms it into a workforce by investing with a certain capital.”

At the same time, the entrepreneur;

a-Entrepreneur has a desire to make money

b-Owner of the risk that occurs or will occur,

c-Entrepreneur is the head of the business, but he is both an employee and an owner,

d-The profit desired by the entrepreneur depends on the capital and the amount of production.

e-The main purpose of the entrepreneur is the continuity of his business. Profit making is one of the other stages.

**WARNING!**

Although entrepreneurs are considered in an economic system in the definitions, it should not be forgotten that the entrepreneur also has a structure that reveals his social identity in a process that has a social and humanitarian aspect, also works in this field or is in an economic anxiety.

**1.1.3. Who is not an Entrepreneur?**

- Does not want to be successful,
- Does not want to show effort and effort,
- Cannot take risks, duties and responsibilities,
- Cannot take quick and correct decisions,
- Does not want to direct people for a specific purpose,
- There is no direction to see the future,
- Has no regular working, keeping up to date and research direction,
- Who cannot trust the people they are in contact with
- Not knowing its deficiency, limits,
- Easily dispersed in hard work under difficult conditions,
- Has no desire to improve oneself.

### 1.1.4. How Should be a Successful Entrepreneur?

**Basic education and experience about the field:** The first advice given to someone who wants to learn how to blow ney: learn this work at the bottom of a neyer's series. Ney is just an example, but a suitable and generalizable example, because everything has an anatomy, a subjective structure, and learning is essential. For example, each field has its own terminology. Like the traditional 4P of marketing. Can a naturalist know about this 4P? Or how much does a marketer dominate seismography?

**Effort and talent:** Consider a television program. In the program, a track with a sportive side was prepared for the competitors. Competitors have a hard time crossing the course. Some of them are successful, while others cannot end the course. Someone who watches these images thinks that he can cross that track, and even fires those who cannot, and fires fire. However, when this person lands on the field, will he be able to do as he says? Not everyone can be successful in every good business idea. There are many reasons under it, but the most obvious is its ability to work and how much effort and patience he will make for that work.

**Future vision:** Written by T. Levitt in 1960 in marketing literature; There is an article titled "Marketing Myopia". Although this article was written in 1960, it is believed that it will still be valid and possibly will remain. What keeps this article up to date is that it can see the future. In this context, it is necessary to see all kinds of developments that will develop in the world in advance and to evaluate the studies in this direction.

**Team building and correct distribution of tasks:** Like a football team. In a team's championship, there is a player with the highest number of testimonials, as well as training and ball collector. Because a person cannot dominate every job, but the fact that there are specialized people related to the work done in the person's team and that this team works integrated and harmonious with each other ensures success.

**Time, process, crisis and stress management:** These four statements in the title constitute the feet of the operation. The correct use of all this will minimize administrative and sectoral errors.

**Keeping up to date and innovation:** While the validity of a knowledge took 100 years in 17-18 centuries, the validity of a knowledge now takes 2-3 years. Therefore, the information learned in the past periods may become invalid over time. In order to see the future and understand the present, the entrepreneur must constantly renew himself and look for ways to gain new and different knowledge, skills and experience.



**Digitalization, network, social media and big data:** the internet is the common denominator of all this. Because it is only possible to do the things listed here with the internet infrastructure. Digitalization, to be fast. Network, establishing relationship networks. Social media, accessibility and size of the domain. Big data is your future asset. Marketing and branding ability: Marketing and brand make themselves felt in almost every field today. So much so that even today people are doing marketing for their own identity and trying to create their personal brands. These factors establish the connection of the entrepreneur with the outside world.

**Communication, extraversion and social strength:** Human is a social entity and it only exists with the relationship and communication it establishes with other people. The fact that the entrepreneur is extroverted and his social side is strong will make important contributions in the short, medium and long term.

### 1.1.5. Do Every Person, Who Call Himself as Entrepreneur, an Entrepreneur?

No, he is not. It is a great mistake to believe that everyone can do any job. For example, e-commerce volumes have increased significantly over the last 10 years, and e-commerce is considered a must-have for every business and entrepreneur. In fact, this is also an important mistake because not everyone can immediately integrate into a new situation. Each area heard or learned is not a good job or area for everyone.

### 1.1.6. Hats of an Entrepreneur

- Entrepreneurial personality, for example, an introverted person as a personality trait or someone who does not want to produce a new product will have difficulty in entrepreneurship.
- Technician personality, every entrepreneurial idea has some technical meaning in itself. These technical characteristics of the entrepreneur will make an important contribution in developing the right idea. However, this feature is gained over time.
- The managerial personality, the entrepreneur should manage themselves and their stakeholders in the field of work correctly and effectively.

### 1.1.7. What is the Role of Entrepreneur in Economy?

Entrepreneur is the most important representation of economic development. Every entrepreneur has roles to contribute to the economy. The roles of the entrepreneur in the economic sense created by Habert and Link are given in the table below<sup>3</sup>;

3 Hebert, R. F., Link, A. N., (1988), "The entrepreneur: Mainstream views and radical critiques ", Praeger, New York.

	<b>The Role of the Entrepreneur</b>
<b>1</b>	Entrepreneur is the person, who takes the risks associated with uncertainty
<b>2</b>	Entrepreneur is the person, who maintains financial capital
<b>3</b>	Entrepreneurship is being innovative
<b>4</b>	Entrepreneur is the person, who decides
<b>5</b>	Entrepreneur is the person, who is a leader appropriate for the sector
<b>6</b>	Entrepreneur is a manager
<b>7</b>	Entrepreneur is the person, who manages and correctly uses capital resources
<b>8</b>	Entrepreneur is the boss for established business
<b>9</b>	Entrepreneur is the person, who guides production factors.
<b>10</b>	Entrepreneur is the person, who is responsible
<b>11</b>	Entrepreneur is the person, who maintains balance
<b>12</b>	Entrepreneur is the person, who can find alternative and new usage areas.

### **1.1.8. Who is Called as Agricultural Entrepreneur?**

- Can smell the soil,
- Can speak the language of the land,
- Can touch the heart of the soil,
- Can hear the sound of the soil,
- Who makes the land a companion for him,
- Who knows the functioning of the soil,
- Has agricultural knowledge,
- Providing self-improvement at the point of agricultural development,
- Believing that it will be successful in the agricultural field,

## **2. Study Unit II: Is Entrepreneurship a Profession? Or Action?**

### **Outcomes**

You will learn;

- How entrepreneurship is,
- Entrepreneurship is a passion,
- Necessity of knowledge and experience in entrepreneurship,
- The main factors in entrepreneurship

## Overview

Entrepreneurship is the **“name given to the action (s) of the entrepreneur”**. In other words, it is the entire process established and managed by the entrepreneur. Entrepreneurship is always a situation and action. However, its definition and conceptual evaluation was made in 1755 by Richard Cantillon's book, named **Essay on the Nature of Trade (Essai sur lanature du commerce en general)**. Cantillon entrepreneurship; has been defined as the production or sale of a product or service that has not been priced yet (Demirel and Akbıyık, 2009: 6-7)<sup>4</sup>. Over time, new conceptual contributions to entrepreneurship have been made by different theorists. Providing conceptual contributions to entrepreneurship is an indication that entrepreneurship has a dynamic structure and that it renews and updates itself in the developing and changing world. Based on the definitions made about entrepreneurship in the literature, the conceptual contributions to entrepreneurship are expressed in the table below. According to this;

Theoretician	Conceptual Contribution
Alfred Marshall <sup>5</sup>	Finding new technology and new markets
Joseph Schumpeter <sup>6</sup>	Innovation
Frank Knight <sup>7</sup>	Function and feature of ability to take risks
Israel Kirzner <sup>8</sup>	Searching and catching new possibilities for gaining profits
Peter F. Drucker <sup>9</sup>	To innovate in order to increase production capacity for producing new products and services.
J. Baptista Say <sup>10</sup>	Improving low production and increasing efficiency

4 Demirel, E.T, Akbıyık, N., (2009), "Girişimcilik ve KÜÇÜK İşletme Yönetimi", Nobel Yayın Dağıtım, Ankara.

5 Moss, L., (1982), "Biological theory and technological entrepreneurship in Marshall's writings", Eastern Economic Journal, 8(1), 3-13.

6 Schumpeter, J.A., (1934), "The schumptr: Theory economic development", Harvard University Press.

7 Hebert, R.F., Link, A.N., (1989), "In Search of The Meaning of Entrepreneurship", Small Business Economics, 1(1), 39-49.

8 Landstrom, H., (1999), "The roots of entrepreneurship research", New England Journal of Entrepreneurship, 2(2), 9-20

9 Bula, H. O. (2012). Evolution and Theories of Entrepreneurship: A Critical Review on the Kenyan Perspective, International Journal of Business and Commerce Vol. 1, No.11: 81-96

10 Adebayo, O. and Kolawolw, J. A. (2013). The historical Background of Entrepreneurial Development In Nigeria: its Gains, Shortcomings and Needful, Journal of Emerging Trends in Economics and Management Sciences (JETEMS) 4(5):493-500

## Introduction

With the increase of entrepreneurship studies and the increase of people who define themselves as entrepreneurs, new discussion topics have also started. One of these discussion topics is; **is entrepreneurship a profession?** It is the question. In order to reach the answer to this question, it would be correct to define the concept of profession first. Turkish Language Association defined the profession; as **“the occupation that can gain products and services that will benefit the society by transforming it with a systematic knowledge and ability, and which has the rules and sanctions in itself, by transforming it with a specific education received and owned by a systematic knowledge and ability”**. When we consider this definition, there are some handicaps in whether entrepreneurship is considered as a profession or not. For example, **“producing useful goods for people”** means that entrepreneurship is a profession and the expression **“business with rules”** is not a profession. Because entrepreneurship is applied differently in different sectors and each sector has different business ethics, professional skills and education, and it varies according to other professional fields, it does not have a professional standard. However, we can regard entrepreneurship as a profession here, as an entrepreneur is concerned only with growing fresh fruit in the agricultural sector and other entrepreneurship activities are also in agriculture, food and fresh fruit growing. Entrepreneurial activity, in which one entrepreneur carries out automation in one project and accommodation in another, is not a profession. But just as there are universal moral rules, an entrepreneur must have moral rules. Thanks to these rules, entrepreneurs unite in a common denominator, although their fields of engagement are different. Another important point to be addressed is; it is the subject of entrepreneurial professions. Some professions are very suitable for entrepreneurship studies. For example, since computer engineering includes software and big data areas, someone with this profession can engage in a new and innovative entrepreneurship.

Entrepreneurship activities, application areas and types are directly proportional to the variety of sectors that exist in the economic order. Sectors have already advanced in line with the entrepreneur's wishes, desires, efforts and abilities and have brought their influence from a local to a global dimension. In this context, the presence of the entrepreneur is the center of economic balances.

As a result of evaluations about entrepreneurship, information obtained from the literature, concepts, definitions and theories, the concepts needed to fully understand the entrepreneurship and express the entrepreneurship philosophy for practitioners<sup>11</sup>;

11 Başar, M., Müftüoğlu, T., Ürper, Y., Tosunoğlu, B.T., (2010), " Girişimcilik", Anadolu Üniversitesi Web-Ofset, Eskişehir.

- *Setting up a new company* • *Finding new products, new markets, new sectors*
- *Uncovering opportunities and alternatives* • *Production ways and resources* • *Uncertainty / Risk-taking* • *Profit / Personal benefit* • *Creating and presenting value* • *Desire to develop and progress* • *Struggle* • *Ownership* • *Task and functioning* • *Strategic thinking and application development*

## **2.1. Lesson 2.1. Philosophy of the Entrepreneurship: Didn't Everything Start with Entrepreneurship?**

### **2.1.1. Introduction**

Some existing ideas and discourses on entrepreneurship create a huge deficiency and inaccuracy when considering the descriptive, conceptual and operational state of entrepreneurship.

The first is the descriptive dimension of entrepreneurship. The word entrepreneur, which is considered today from a generally accepted perspective; it is perceived as a person who enters into a business or occupation with a low capital. The first and important mistake that begins is here. Another mistake is; The scope and interlocutor of the work and support provided for entrepreneurship is the idea that they are micro, small or medium sized enterprises.

Both ideas and discourses do not fully comply with the entrepreneur and entrepreneurship that are accepted as true. Contrary to what is stated; it is also used for individuals and institutions that conduct business with large capitals. Today, a large-scale enterprise realizes its entrepreneurship philosophy in horizontal or vertical growth plans. When evaluated with a basic mindset; Regardless of its size and scale, a business was established with an entrepreneurial activity, has grown and continues its economic life.

### **2.1.2. Entrepreneurship is the First Thing for Everything**

- The entrepreneur should have personal talent, training, knowledge and experience in starting a new business.
- The keyword of the entrepreneur is trust. Rapid progress begins with the confidence of the entrepreneur.
- The entrepreneur should also follow the events and developments occurring in areas other than his own business.
- Entrepreneurship is originality.
- Sürecinde In the process of establishing an entrepreneurial business, people in different fields should be in close contact with institutions and industry representatives.

### 2.1.3. Passion for Entrepreneurship

Entrepreneurship is born as a desire. With the confidence of the entrepreneur in his idea, this desire turns into a passion. Success comes with passion. Entrepreneurial passion has an important place both in developing the existing business idea and in revealing new business ideas.

### 2.1.4. Does Entrepreneurship Looking? Or Seeing?



Looking and seeing. It determines both our attitude and our behavior towards an event. Let's look at the life of Emrah to understand this;

Emrah just finished college, searched for a while in the city where he studied university but could not find it. At the insistence of his family, he returned to his hometown. Struggling with long and deep thoughts about what to do on the one hand, Emrah also helps his father, who is a farmer. Emrah goes to sit under the tree near their home to think and be alone almost every day. One day he goes under the tree and sits down. On the one hand, he thinks what he wants to do, on the other hand he plays with the soil with his stick. Unwittingly, something is attached to the stick when the soil is slightly scraped. He first thinks that it is stone, but he soon realizes that it is not stone that is attached to his stick. It is a cube that is attached to its stick. Emrah is excited to think that there will be gold in the cube. He softly removes the cube and opens the lid of the cube. However, he was disappointed. There are seeds instead of gold in the cube. It grows in the village and dominates the seeds. He looks at the seeds he gets, but cannot compare it to anything. As he gets the seeds, he goes to his father, and he cannot compare it.

Emrah immediately sows the seeds in their gardens to find out what came out of the cube. After a certain time, they realize that there is no crop grown in their region or even in the country. Emrah does research right away. The result is surprising. It is a fruit that has been cultivated for centuries but left its cultivation for various reasons. Emrah begins to grow from this fruit and send it to other countries.

If Emrah had tossed the seeds in his hand with the sadness of not finding gold, maybe

he would not have established a big business today. Emrah didn't just look at it, but he also saw it.

### 2.1.5. Primary Functions of the Entrepreneurship Study

- To create a new product and service
- Innovation in production systems and management
- To be first and original
- To set up management and organizations
- To reach the target market
- To find capital and financial resources
- To increase well-being

### 2.1.6. Is There Only Money To The Purpose Of Entrepreneurship?

Entrepreneur and entrepreneurship activities also have some common conceptual and term errors. When the mistakes and mistakes made are evaluated in a broad sense, it is the association of entrepreneur and entrepreneurship activities with the individual and reduction to the person. However, both enterprises and cooperatives consider them entrepreneurs.

Another important point is; the spiritual and symbolic dimension of entrepreneurship. Because of the entrepreneur's being a human being, the basis of some entrepreneurship works is a humanitarian expectation and emotional side. The entrepreneur does not only work to earn income or to ensure the continuity of his economic life in the long run. Non-governmental organizations such as associations, foundations, social responsibility activities and non-profit organizations established are actually entrepreneurship activities.

Just as human beings; If he feels responsible for himself, the society and the world, and he is working in this sense, the entrepreneur has the same purpose. All these are evaluated and explained under the titles "spiritual need" and "need for social and self-realization" in the hierarchy of needs put forward by İbn-i Haldun, Gazali and Maslow.

In addition to this, the entrepreneur's humanitarian characteristics arise from the fact that an enterprise established by the entrepreneur or an enterprise that is currently continuing to produce or provide services within the social marketing framework, focuses on social problems, and draws the attention of the society and decision makers in this direction.

### 2.1.7. Feet of Entrepreneurship: Skills & Experience

It is the feet that keep people alive and provide their walking and balance. A body without feet will be physically very weak. The foot is not only an organ that belongs to living things. The foot is also an important part of every event, system and operation. The feet that entrepreneurship must have in order for it to exist and progress; are skill and experience. The skills and experience of entrepreneurship are given in the table below.

Types of Experience, Owned or Required to be Owned	Features & Statements of Experiences
Professional Experience	Vegetative and animal production skills
	Technical skills
Strategical Experience	Tracking and evaluation skills
	Strategical decision making and planning skills
	Target determination skills
Collaboration Experience	Collaboration with other producers skills
	Team work skills
	Leadership skills
Opportunity Experience	Awareness of business opportunities
	Awareness of threats
	Innovation
	Risk management skills
Managerial Experience	Financial management skills
	Human resources management skills
	General planning skills

## MODULE IV: CREATOR EXERCISES, BUSINESS IDEAS DEVELOPMENT AND BUSINESS ESTABLISHMENT IN AGRICULTURAL ENTREPRENEURSHIP

### Module Outcomes

You will learn;

- How to find the idea of entrepreneurship,
- How to develop the idea that you have,
- What you need in the process of starting a business,
- How to reveal your innovative mindset



## Module Overview



“I got an idea!” a sentence we hear a lot. Perhaps we do not consider most of these sentences. It doesn't make much sense to us. First of all, you need capital to do that job, you say. So, what was the difference between those doing millions of examples of entrepreneurship in the world? What did those people who achieved success that insisted when nobody said you can't, no? They were “believe people”. Both to themselves and to their ideas. Result; the best example of entrepreneurship in the world; alibaba.com

### Module Introduction

Sometimes in a friend chat, sometimes on a journey. You may think of your business idea without realizing it. The important thing is to believe your business idea. Because; believing is half the success. If you have an idea that you believe and trust that it will be successful, starting the business is just a few steps.

## 1. Study Unit I: Practices of the Creative Exercises

### Introduction

It is mind practice, creative exercises. Just as he runs fit every day, exercises should be done in the same way to find creative ideas. It was hours when the world sudoku champion solved the first sudoku. But by making this continuous, he managed to solve the most difficult puzzles in a very short time. This study describes how to do creative exercises.

## **1.1. Lesson 1.1. Brain Storming!**

- Think! Every event, every situation
- Observe!
- Investigate!
- Find out what's happening in the world!
- Identify! Find new concepts!
- Build empathy! What would you do if you were in his place?
- Get ideas!
- Use scientific infrastructures!

## **1.2. Lesson 1.2. Change Your Point of View!**

The place where you stand is perhaps not correct. Imagine a photographer, he can go to the most dangerous places without any fear to capture the most beautiful frame. There is only one thing in its goal; more beautiful.

## **1.3. Lesson 1.3. See the Future**

Not hard. All you have to do is know the past and understand the present. The future; hidden in the past and present. When you first hear of the promise of oil run out, all you have to do is find new products that can be used instead. Television control was not a dream. It was obvious that it would be needed over time. And it came out when the time came.

## **1.4. Lesson 1.4. Catch the Intersection Between Rules and Irregularities!**

It is himself who knows an entrepreneur best. Make an analysis of you and your idea in developing business ideas. For example; always apply the SWOT analysis that is applied for businesses. What are your strengths and weaknesses? What are your opportunities and threats? According to the results, it will be easier to find a business idea for both your interests and personality.

## 2. Study Unit II: I Found! I Found! How Will You Find Business Ideas?



### Introduction

The main point to focus on in determining a business idea; is its difference from other ideas. Different ideas require an effective promotion.

### Road to Effective and Correct Business Idea

#### Technical and functional information:

- Designing the new product
- Machinery and equipment required to produce the design
- Required material to be used in production
- Projecting of the production process
- Determination of appropriate production management
- Production of the product in accordance with the desired features
- Realization of the marketing functions of the product
- Training and management of personnel within the enterprise
- Administrative, economical and financial business and management

#### Projecting and planning informations

- Estimation of production volume and quantity
- Identifying threats and opportunities
- Determination of business progression and directions
- Determination of business, product and marketing strategies
- Determining desired targets
- Result tracking and monitoring
- Meeting the planned project / product and post-production results

- Comparison of incomebalances

### **Administrative information**

- Leadership
- Management
- Relationship
- Contact
- Finding the right employee
- Using employees effectively
- Fair pay distribution
- Finding and developing new workforce
- Motivation for employees

### **Following the New Trends? Or Creating New Trends?**

Actually, they are both. The important thing is how it uses it. To develop a new product or to make a new change in the current product? For example; working for a cell phone without antenna or a touch screen phone? It is again the entrepreneur who will decide this. This is a criterion for his interest, personal talent and ability, and his ability to see the gap in the market. However, when we look at the developments in today's world, we can unite in some basic points. These are;

- Customer satisfaction,
- Speed, simplicity, practicality
- Offering value to the customer
- Building customer loyalty
- Holistic products

### **Catching Innovation and Being Innovative**

- Imitating nature
- You can't do anything without a copy in nature
- Either imitate nature or establish the relationship between the two existing beings

### **Are There Types of Innovation?**

Exactly! These types will help you categorize your work. It will also help you where to position your mind. So let's look at the types of innovation;

- Product Innovation
- Process Innovation
- Experience Innovation

## Both Be Reasonable and Innovative: Road to Innovation

- Dreaming:
- Creativity Efforts
- Discovery and Learning
- Invention-Modeling
- Innovation-expansion

## Concept, Applicable in All Ages: Innovation

- Innovation is novelty and creativity.
- Configure to meet a need.
- In some cases it is to create a new need.
- To innovate on the current product.
- Creating a new product

## Innovation Is Not Only One!

Because innovation has also types. What are these?

- **Product-oriented innovation:** Creating a non-existent product or innovating over the existing product
- **Process oriented innovation:** Finding a new production management or improving existing production management
- **Innovation towards experience:** Living what consumers want or want to experience that they have not experienced before.

## Establishing the Link Between Innovation and Novelty

Many products we use today in daily life are designed with inspiration from nature. While determining the technical features of the aircraft, the wing structures of the birds were taken into consideration. The business idea you will find is perhaps waiting for you among the beauties of nature! Who knows?

# 3. Study Unit III: Principles of Business Establishment and Business Plan in Entrepreneurship

## Introduction

What an entrepreneur developing the idea of entrepreneurship should do after this stage is only a procedure. Things to do in this section are listed for you.

## **3.1. Lesson 3.1. Establishing a Business is not As Hard As You Think**

### **Introduction**

The biggest fear for entrepreneurs is to act. Many people have a big or small idea of entrepreneurship. However, he refrains from implementing his mind. In fact, it is the biggest mistake that is known and made. However, taking action is perhaps the easiest step. Moreover, when the entrepreneur internalized the idea of entrepreneurship, he already acted mentally.

### **3.1.1. Basic Feature of Establishing a New Business**

- 1- To present what is not available,
- 2- Developing or adapting what is possible,
- 3- Business idea and entrepreneur's qualities are similar
- 4- The knowledge, skills and experiences of the entrepreneur
- 5- Finding the necessary resources to realize the idea

### **3.1.2. Possible Problems for Operating a Business?**

- Firstly, the necessary researches are not done in the business establishment,
- Unexpected problems arise,
- Problems arising from the system of work,
- The problems caused by being quick to reveal the idea,
- Problems in choosing labor force

### **3.1.1. Steps of Business Establishment Process**

#### **To Have Motivation**

- Believe that you can,
- Remember that you will not be dependent on individuals or institutions,
- Imagine that you can earn a higher income,
- You will decide your future!
- You will be the manager and the leader.

#### **For a Correct and Successful Business Idea**

- Your Information
- Your Education
- Your Experience
- Your personal characteristics
- And trust in yourself!

## **Developing the Business Program**

- Research (sector, competitor, customer etc.)
- Writing each stage of the process
- Determination of positive and negative situations for each phase
- Creating a schedule for process management

## **Implementing Preliminary Assessment for Your Business Idea**

- The priority is to conduct research in order to evaluate the business idea. The essence of the researches is to test the applicability of the business idea. This stage provides an important advantage to the entrepreneur. It is also a guide for the study.
- The business idea that is put forward in a missing or wrong way causes time and cost loss for the entrepreneur. The right business idea must be compatible with the right functioning.
- The implementation of the business idea is related to finding resources. An accurate financial resource analysis should be made for the business idea. In addition, the entrepreneur must determine the ways in which he will find the financial resources he will have.
- It aims to produce an entrepreneurial product or service. Adequate and appropriate technical equipment should be determined for the product and service planned to be manufactured.
- It must determine the success criteria that the entrepreneur must make in order to be successful.
- Legal obligations should be investigated and necessary preparations should be made in order to realize the business idea.
- The entrepreneur may not have any knowledge, training, skills and experience to realize the business idea. These non-owned criteria should be determined and the necessary resources should be found to meet the need.

## **Investigating Feasibility of the Business Idea**

- Every job has its own factors. The entrepreneur should research and know these factors. He must make sure that the business idea is feasible.

## **Preparing Business Plan During Establishment of Business**

- What to do?
- When will it be done?
- How will the right time be determined?
- What will guide the entrepreneur in the operating of the business?

## **Establishing the Business**

- Business activity process detailed activity plan
- Actual establishment of the work:
- Kiralama Renting the workplace,
- Purchase of machinery-equipment and materials
- Legal establishment procedures,
- Credit transactions
- Personnel recruitment,
- Trial production, etc.

## **Improving the Business**

- It stands on its own feet
- Development begins and the capacity used increases
- New capacities are added to the business

## **3.2. Lesson 3.2. No Wind Supports Ship without Route! Necessity of the Business Plan**

### **Introduction**

Before implementing business ideas of entrepreneurs, it is important for the whole of the evaluations and analyzes required to micro-assess the investments required by their ideas.

### **3.2.1. Principles of Business Plan 5Wh 1H**

- Entrepreneur's quality, feature and goal
- Legal structure and stakeholders of the work
- Appropriate marketing strategy and marketing promotion
- Determining the right production management for production
- Technical infrastructure of the business
- Establishment of management and organization for the operation of the business
- Estimated production quantities and times
- Financial resources
- Future Income

### **3.2.2. What are the Business Plan Criteria?**

#### **Information on Market**

- Top sector of products
- Sub-sector of products
- General features of the sectors
- Research results obtained
- Distinctive features of the market



### **Production Flow Chart**

- Production stages of the products
- Availability / feasibility
- Timeline

### **Investment Forecasts**

- Establishment expenses
- Production site expenses
- Production expenses
- Labor costs
- Profitability analysis

### **Inputs**

- Availability
- Terms / features
- Necessity
- Costs

### **Establishment Location Information**

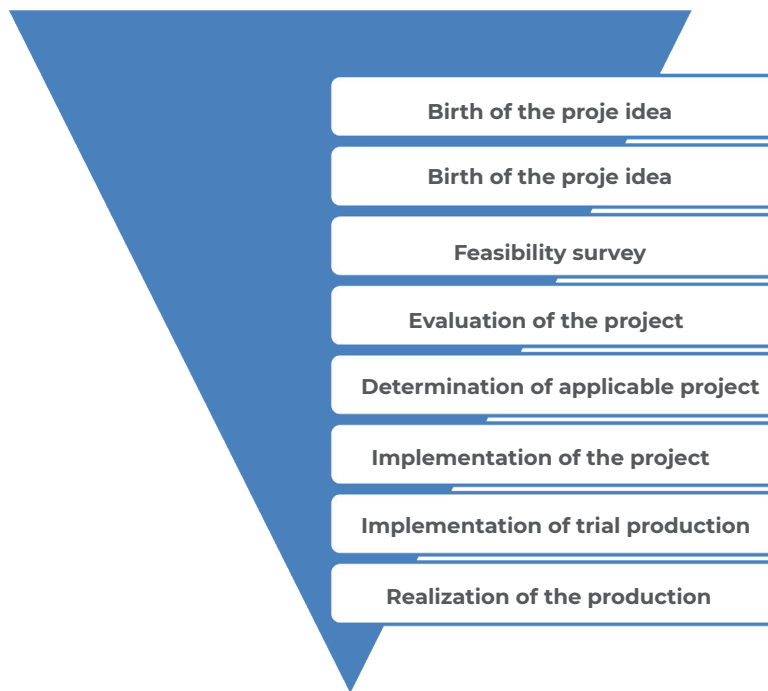
- Technical factors
- Availability
- Closeness to the market
- Proximity to raw material
- Proximity to the workforce

## **3.2.1. Mistakes Known as Corrects in the Business Plan**

- Insufficient resources and time for preliminary research
- Failure to consider alternative solutions
- Acting according to general opinions / feelings without doing research
- Incorrect calculation of investment amounts
- No working capital allocation
- Inability to make expense calculations
- Getting results from research

## **3.2.1. Business Establishment Stages**

There are ways for businesses to follow during their establishment. These ways are both a strategy for the future and the first and most important stage of being institutional and professional. The establishment stages are listed as follows.

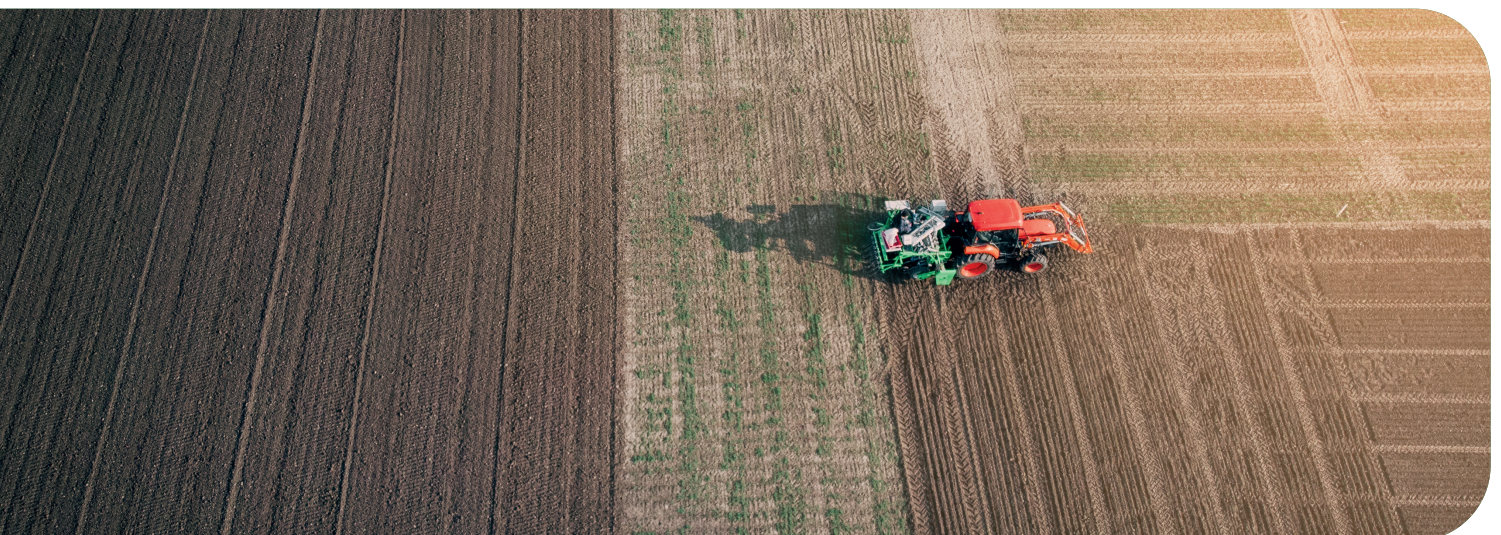


## MODULE V: EXACT TIME OF THE AGRICULTURAL ENTREPRENEURSHIP!

### Module Outcomes

- You will learn new business areas in the agricultural field,
- You will understand the importance of agricultural entrepreneurship
- You will see the future in agricultural development

### Module Introduction



Agricultural production, which is a deep-rooted and indispensable sector in the world, plays an important role for development as it is in every period. In this context, seeing new areas and opportunities will benefit the entrepreneur.

**Module Introduction**

It is an important and clear factor for the entrepreneur to know himself and the market in order to see the opportunities and fill the gap. For example, the definition of an agricultural entrepreneur as a good, innovative and leading agricultural entrepreneur by his family and environment does not mean that he is a good entrepreneur. Or graduating from food, agriculture, water and aquaculture, veterinary faculties does not define a person as a good entrepreneur. Of course, these affect the formation of the entrepreneur's structure, but he cannot create the whole by himself.

The entrepreneur should also have behavioral beliefs so that he can capture and evaluate opportunities. For example; behavioral beliefs; protecting the soil, being able to grow environmentally friendly products, must be respectful to other colleagues and undoubtedly have moral foundations.

An entrepreneur should definitely consider the following details when determining the fields of agricultural entrepreneurship;

<b>Types of Experience, Owned or Required to be Owned</b>	<b>Features &amp; Statements of Experiences</b>
Professional Experience	Vegetative and animal production skills
	Technical skills
Strategical Experience	Tracking and evaluation skills
	Strategical decision making and planning skills
	Target determination skills
Collaboration Experience	Collaboration with other producers skills
	Team work skills
	Leadership skills
Opportunity Experience	Awareness of business opportunities
	Awareness of threats
	Innovation
	Risk management skills
Managerial Experience	Financial management skills
	Human resources mvnagement skills
	General planning skills

12 De Wolf, P., & Schoorlemmer, H. (2007). Exploring the Significance of Entrepreneurship in Agriculture. Frick, Switzerland: Research Institute of Organic Agriculture FiBL. P. 104-127

# 1. Study Unit I: Importance of Entrepreneurship in Agricultural Sector and Agricultural Entrepreneurship

## 1.1.1. Introduction

Entrepreneurship studies, which are manifested in many areas, offer important opportunities to many entrepreneurs. intertwined with many individuals directly or indirectly agricultural field when Turkey is considered to be a community from agriculture. Even though the majority of the population in Turkey live in the city is literally breaking links with rural life. It continues to prefer its villages especially for a certain mass holiday savings. It also reached the conclusion that entrepreneurs in Turkey can easily adapt agricultural production.

## Lesson 1.1 : Agricultural Entrepreneurship Areas and Opportunities

### 1.1.1. Introduction


Following the intensification of agricultural entrepreneurship efforts, new business ideas have been introduced by both public authorities and individual entrepreneurs. Important parts needed in the business ideas put forward; financially supported works (capital), production studies, logistics, storage and marketing. Productive gap in the agricultural field and the need to continue and diversify increasingly make agriculture an attraction when it is evaluated on a sectoral basis and also offers great opportunities to entrepreneurs.

The new entrepreneurship and opportunity areas that benefit entrepreneurs within the agricultural sector are described in the following section.

### 1.1.2. First Needed Sector: Agriculture

When you look at the world history, people living in the first age made their lives and livelihoods with hunting and gathering activities. In other words, neither the car nor the internet nor the mobile phone. Although the first economic activity was not clear, it was achieved through agricultural studies. Because agriculture is imperative for human life. A term also being done at the moment the majority of occupations carried out in Turkey, but çiftçilik and livestock is still ongoing. The result is quite clear; first of all, health and then agriculture.

### 1.1.3. A Homeland Defense: Consumer Ethnocentrism

Changing consumer profiles and different demands and demands from consumers, who want to get a share from the new markets, have increased entrepreneurship in the same way. In addition to all these, consumers' adoption of an ethnocentric structure, in other words, the desire and preference of purchasing from businesses and products produced in their own country or whose consumption and expenditures are from their own country  expands the fields of entrepreneurship.

### 1.1.4. Changing Consumption Habits

When we evaluate the development of agricultural entrepreneurship from another point of view, the increase in globalization and international trade activities in the agricultural sector also has an important effect. In fact, two main effects underlie this occurrence. The first is the development of the concept of the "World Man", and the other is the philosophy of "experience the different". Despite the fact that people travel easily to different countries for various purposes, recognize, taste or experience the local and regional food products there, they desire to buy the product they experience regularly when they return to their country. Likewise, the appreciation of food products brought from different countries in the market, which increases the import or production of those products. The reason for this is; **Try what is different** opinion of the consumers. For example; In our country, fresh and dried vegetables / fruits are imported from South America, Africa and Asian countries. Products sold under the name of exotic forest fruits respond to the demands of consumers. The inference here is that, apart from the products grown in the country and which have a traditional flavor, the products that are not known or known to the people of the country should be produced or imported at least in the first stages

### 1.1.5. Address of the Future: "Organic Product"



Living standards and expectations come after consumers' consumption habits. The preferences of consumers for "organic food" products are increasing, especially in socio-economic status groups, with A and B intensity and partially with C1. This situation causes an increase in both a new entrepreneurship field and accreditations to be created within the state or cooperatives. So much so that today, there are "organic product" sections in the big market establishments in the world and these products are sold at a higher price than the products in normal vegetable and fruit sections. Marmara in Turkey, in particular, organic production of vegetables and fruits in the Aegean and Mediterranean regions are well maintained.

### **1.1.6. Increasing Demands of International Markets**

Likewise, the export of "non-seasonal" fruits / vegetables is an important example of agricultural entrepreneurship. For example, India prefers the United States for apples and Egypt for oranges for fresh fruit imports. recognition of India on behalf of different flavors and make trade agreements with different countries are demanding dried fruit from Turkey. It plans to meet the need for fresh fruit from different countries and dry fruits from different countries.

### **1.1.7. A New Life Model: Rural Life**

Another point of agricultural entrepreneurship is urban people who use this type of entrepreneurship. Believe that the quality of life has decreased and many people, with or without a rural background, who want to get away from the stressful atmosphere of urban life, desire to live in the countryside and be in the agricultural sector. With this desire and desire, they receive agricultural training and agricultural entrepreneurship supports. When we look at the demographic and personality characteristics of these people who turn into rural areas today, it is at a more dominant level that they prefer rural or village life without the aim of obtaining a financial income.

### **1.1.8. Running Away From the Stress of Cities, and Defect to the Soil: Rural Tourism**

It is a huge mistake and a serious mistake to see rural entrepreneurship activities and areas as only obtaining agricultural crops and limiting them to agriculture and animal husbandry. Because agriculture and livestock-oriented tourism activities are as important as producing products. In fact, more income and earnings are derived from agricultural tourism in certain situations or regions. Therefore, there are rural and agricultural marketing practices in tourism. In fact, the point here is the synergy created by the combined power of rural development and tourism. In this context, it will be a major deficiency to connect the available resource to a single area. Other areas that will

provide added value to the owners must be identified and associated.

In addition, the development of tourism activities will enable the rural area and the crops from this area to be recognized in the national and international market. The demand for the region or the rural area will expand both the market income of the crop or product, thanks to both tourism revenues and those coming. Especially the increase in the urban and in-country tourism, travel, social activities and recreation types of today's urban people and a nature-oriented travel rationale will provide an important factor for the increase of rural tourism. Apart from these direct effects, it will support the urban marketing activities of the province and district to which the rural area is connected.

## **1.2. Lesson 1.2. Power of the Agricultural Entrepreneurs: Governmental Supports**

### **1.2.1. Introduction**

Most of the entrepreneurship supports in the agricultural field are provided by public units. Important contributions and supports are granted to farmers, entrepreneurs (especially women and young entrepreneurs) under the auspices of Turkish Ministry of Agriculture and Forestry, Ministry of Commerce, Ministry of Industry and Technology, Governorships, Metropolitan and Provincial Municipalities, District Governorships, District Municipalities. They also offer loans to producers and entrepreneurs in public and private banks.

### **WARNING!**

Many titles and content, such as the application periods of the support programs, the grant amount and time intervals to be supported, the conditions of acceptance for project supports, the duration and areas of the grant amounts to be granted and supported, and the new support programs and projects have been opened in time. In this section, the list of supporting institutions and projects are listed

### **1.2.2. From Campus to Garden: Farmers with University Degrees**

Both employment is being maintained to university graduates and also agricultural production is being increased by means of this project, being implemented under the auspices of Presidency of Republic of Turkey, General Directorate of Agricultural Enterprises.

### **1.2.3. To Good Old Days: Farmer Returning to the Village**

This project, which is under the KOSGEB (Small and Medium Enterprises Development and Support Administration) and Development Agencies affiliated to the Ministry of Industry and Technology, is carried out to direct the population living in the cities to the rural life.

### **1.2.4. For Development and Production: Enterprise and Farmer Credits**

By means of credits to entrepreneurs by Turkish General Directorate of Agricultural Credit Cooperatives, agricultural production is being supported.

### **1.2.5. Agriculture Under the Light of Science: Young Farmer Academy**

By means of scientific academy, established under the project initiated by Republic of Turkey Ziraat Bank, young farmers are being supported while growing agricultural products.

## **Study Unit 2: New Star for International Trading: Agricultural Entrepreneur**

### **Introduction**

An entrepreneur starts and carries out its activities with the general aim of making profit in the long term. Expanding, growing, branching, and establishing a market network can be considered as a special goal, but specific goals can be turned into a general purpose in order to provide added value to the country and the world economy, branding, and model other people (entrepreneurs) and institutions. One of the most obvious manifestations of growth and development is to open up to international markets and carry out international business activities. However, the commercial development here is the export-oriented trade rather than the import point.

## **2.1. Lesson 2.1. Discovering the New World: International Market 2.1.1.**

### **2.1.1. Introduction**

What is the future seeing? The answer to the question is to open up to new markets. The new market mentioned is international markets. The fact that a producer has international trade relations will provide added value to the producer in many ways.

### **2.1.2. Crossing the Borders**

Crossing the borders should be an aim. The most important condition for growth is to enter international markets. As foreign trade is done in foreign currency, both foreign currency will enter the country and the producer will gain a significant income.



### **2.1.3. Seeing New Countries**

The experience in the borders of the same country is the same. But another country means another culture. Seeing a new country will give the producer new gains in many ways.

### **2.1.4. Experiencing New Agricultural Products**

Agricultural production made in Turkey, is made by a traditionalist point of view. The soil owned by the producer is fertile enough to yield more than one crop. However, the producer does not want to grow a product that he did not grow before and take risks. For example; Kiwi is compatible with the climate of the Black Sea region, but producers do not grow kiwi, a fruit they do not know. If it is desired to take part in an international market, it is essential to focus on products with different taste and characteristics.

### **2.1.5. Development Power: International Fairs and Organizations**

Fairs and organizations are one of the marketing promotion activities. Fairs bring together businesses operating in the same industry at the same time and in successive days. Fairs are an important tool for gaining commercial relations as well as having a visionary perspective.

### **2.1.6. Speaking the Same Language: Foreign Language and Importance**

Common language should be used in trading. The knowledge of the foreign language of the manufacturer will increase the commercial connections to be established in order to be able to master the situation in both business negotiations and business deals and to avoid any problems.

## **2.2. Lesson 2.2. How Can You Implement Foreign Trading?**

### **2.2.1. Introduction**

As a result of both the desire to sell the produced product abroad and the demand from foreign countries, the manufacturer wants to trade the products. This is a nice development and risky for manufacturers. Risky side export transactions are different from domestic sales transactions. Every country has its own trade terms and some legal obligations of international trade.

The manufacturer has difficulty in this regard. In this context, there are some options in front of the manufacturer. These are;

- Foreign trade through cooperatives,
- Trade by brokerage houses,
- Trade through the association, chamber,
- Government-sponsored trade with affiliates.

Regardless of the type of trade performed, the producer should know some concepts related to foreign trade. Because the manufacturer, who uses the vehicle for a certain period of time, will want to start his own business and trade through this business.

### **2.2.2. What Is Being Said by Foreign Trading Language?**

The basic concepts that an entrepreneur should know about foreign trade transactions and their Turkish equivalents are given below.

- |                                |                            |
|--------------------------------|----------------------------|
| • Agency                       | : Acenta                   |
| • Brand                        | : Marka                    |
| • Carriage                     | : Taşıma, nakliye          |
| • Consignee                    | : Alıcı.                   |
| • Consignor                    | : Gönderici.               |
| • Customs                      | : Gümrük                   |
| • Distributor                  | : Dağıtıcı                 |
| • Effective                    | : Efektif                  |
| • Export                       | : İhracat/ Dış satım       |
| • Foreign trade                | : Dış ticaret              |
| • Free zone                    | : Serbest bölge            |
| • Import                       | : İthalat/ Dış alım        |
| • International transportation | : Uluslararası taşımacılık |
| • Product                      | : Ürün, mal                |
| • Production                   | : Üretim, imalat           |
| • Transit trade                | : Transit ticaret          |

### **2.2.3. How Will I Send My Product?**

- Airway transport
- Land transport
- Railroad transport
- Maritime transport

## 2.2.4. Which Documents Should Be Issued?

Commercial Documentation		
Invoices		
English Concept	Turkish Equivalents	Description
Proforma Invoice	Proforma Fatura	It is defined as the preliminary invoice that contains the terms of sale for the purchaser product, which has the feature of the offer, and which, if the contract is not made, replaces the contract.
Commercial Invoice	Ticari Fatura	It is defined as invoice issued by the seller of the product and at least containing information about loading and goods, provided that the information of the buyer, document date and number, details of the product, price per unit, total amount, unit value, currency, weight, container information and Incoterms details are included.
Visaed Invoice	Konsolosluk Onaylı Fatura	It is the invoice that is delivered to the buyer for the importation to be carried out by the consulate of the importer country in the country of the exporter, to be approved, or by giving a visa.
Freight Invoice	Navlun Faturası	It is the document containing the moving price of the product and the moving information. This document is issued by the carrier.
Transportation Documents		
English Concept	Turkish Equivalents	Description
Bill of Lading – B/L	Deniz Konşimentosu	It is organized by the ship agency or carrier. It contains the information of the product and the details of the transportation.

Air Waybill-AWB	Hava Konşimentosu	It is a document issued by the carrier in air transport. It contains the details of the product. It is not a valuable document.
Railway Consignment Note	Demiryolu Hamule Senedi	It is regulated by the railway administration. It is also prepared between the carrier and the carrier. It also has a contract feature.
Consignment Note – CMR	Karayolu Taşıma Belgesi	It is a document used in road transports.

### 2.2.5. How Will be the Payments?

Payment Formats		
English Concept	Turkish Equivalent	Description
Cash Payment	Nakit Ödeme	It is a type of payment paid before export.
Cash Against Goods	Mal Karşılığı Ödeme	It is a type of payment paid after receipt of the goods.
Documentary Collections	Vesaik Karşılığı Ödeme	It is the payment paid after the delivery of the consignment documents after the loading of the goods.
Acceptance Credit	Kabul Kredili Ödeme	It is the payment at the end of a certain term.
Letter of Credit	Akreditifli Ödeme	The payment is made in accordance with the letter of credit terms.

## MODULE VI: ORGANIZATION AND COOPERATIVES IN AGRICULTURE SECTOR

### Module Outcomes

- The importance of coming together for the same purpose,
- The importance of acting jointly in personal and national development,
- How the marketing problem will disappear with cooperatives,
- Cooperatives will provide an important power in competition,

## Module Overview



One of the main problems of the agricultural producer is that the products produced cannot be sold without intermediaries. The huge gap between the intermediaries used in the sales process and the sales quantity of the product to the final consumer and the purchase price received from the manufacturer. There has been a problem for producers in every period. The most effective way developed to overcome this problem is undoubtedly the cooperatives established with the mission of a non-governmental organization. This system, which was established to act jointly, has an important number in the world today.

## Module Introduction

The definition, functions and limitations of the cooperatives evaluated in the category of enterprises according to their objectives are determined within the scope of the "Cooperatives Law". Cooperatives are the intersection of basic goals and expectations of both a profit seeking organization and non-profit seeking organizations. cooperatives are. one of the most effective ways of agricultural development in Turkey. These organizations can increase the number of members since they are involved in a specific study.

# 1. Study Unit I: Sound of Two Hands Instead of One: Cooperatives

## Introduction

There are Rochdale Decisions adopted by the International Cooperatives Association and later gaining universal value. These decisions<sup>13</sup>;

- Cooperatives cannot be on the religious and political side,
- Cooperatives are managed democratically,

13 ICA, (1988) Review of International Co-operation, London: Vol.81, No.3. - 14 <http://www.turkey.coop/menu/Kooperatifcilik-ilkeleri/13> - 15 <https://ticaret.gov.tr/kooperatifcilik/kooperatif-nasil-kurulur>

- Financial support is provided through cash sales,
- The differences are paid to the shareholders in terms of purchase
- It allows the evaluation of the deposits of its partners.

### Why Do Cooperatives Exist?

We can examine the reasons for the existence of cooperatives in the perspective of cooperative principles;

- Because it includes a democratic administration,
- Because it provides economic participation,
- Because they are independent,
- Because they have an autonomous structure,
- Because it offers training opportunities,
- Because it allows cooperation with other cooperatives,
- Because it includes a social responsibility.

### How do Cooperatives Establish?

The cooperative establishment stages are given in the table below. Accordingly<sup>15</sup>;

Cooperative Establishment Stages	
1	Preparation, signing and certification of the Articles of Association
2	The petition to be submitted to the Ministry (or Provincial Directorate) and the documents to be added (Permit petition, main contract, establishment information form, bank receipt, criminal record documents)
3	Examination and permission by the Ministry (or Provincial Directorate)
4	Registration and announcement of the cooperative for the establishment
5	Letter of Undertaking
6	Examination by the registry manager
7	Registration and announcement issues
8	Obtaining the registration confirmation
9	Announcement
10	The effect of registration and announcement on third parties

<sup>14</sup> <http://www.turkey.coop/menu/Kooperatifcilik-Ilkeleri/13>

<sup>15</sup> <https://ticaret.gov.tr/kooperatifcilik/kooperatif-nasil-kurulur>

# MODULE VII: THEY SUCCEEDED, NOW YOUR TURN! SUCCESSFUL AGRICULTURAL ENTREPRENEURS

## Module Outcomes

- To learn the secrets of success of successful businesses
- To make you a model in your entrepreneurship studies
- To adapt the correct steps taken to yourself
- To have a visionary thought

## Module Overview



Each success exemplifies other achievements. Because every success is a spark for development. The collected sparks turn into a big fire when the day comes. For this reason, an entrepreneur should both focus on his business idea and follow other examples of success. Purpose of this; not to imitate success, but to relate the success factors of the successful to its business idea. Therefore; successful entrepreneurs are mentioned in almost all of the books written especially in terms of personal development.

## Module Introduction

Why an entrepreneur should model successful enterprises for the following reasons;

- To set a goal,
- To prevent possible mistakes,
- To have a correct work plan,
- To see the deficiencies in himself.

# 1. Study Unit I: The Symbol of the Unified Power: Tarım A.Ş.

## Introduction

The company, established within the Bursa Metropolitan Municipality, has adopted the mission of supporting agriculture and the producer. Thus, with the effect of productive forces behind many institutions both in the world and in Turkey today is a model for organizations and individuals. The company has started its activities to support rural development and play a leading role in Turkey's rural development and production. It supports many producers with the projects put forward. It is the most important representation of the combined power. At the same time, Tarım A.Ş. is a member of the World Wholesale Markets Union and the Turkish-Alma Chamber of Commerce and Industry.



## History of establishment

- To increase agricultural production of Bursa and Turkey,
- To produce projects that are necessary for the producers,
- To make important agricultural and commercial agreements abroad and to contribute to the country's economy,
- To support the manufacturer with scientific studies,
- To organize professional agriculture practice in Bursa region by organizing trainings in different fields.

## Success with Raspberry

- Raspberry production started in Bursa and its surroundings in 1980s by the citizens of Bulgaria. After the strawberry, it is the fruit rasp with the highest export value. The export value of raspberries in the international market is about 800,000,000 dollars. When the raspberry cultivation is done correctly, 1,000 - 2,500 kg of fruit can be obtained from 1 decaire. The data were evaluated in Turkey this rate 2018 per 1150



kg / da.

- 97% of the total is made raspberry production in Bursa in Turkey. According to the TurkStat 2020 crop production statistics, raspberry production in Bursa is 6 thousand tons on an area of 6800 decares.



- Agricultural development in Bursa in Turkey, which is a leader in raspberry production in order to increase efficiency and promote Tarım A. Ş. conducted 'High Quality Raspberry Breeding Project'. In this context, 31 thousand raspberry seedlings brought from Bosnia and Herzegovina were distributed. At the same time, organic fertilizer support was provided to farmers. One of the quality seedlings of tulamine and polka varieties that have not been in Bursa before, yields products in the medium term and one in the late term. A total of 22 decares of sample gardens were created in İnegöl, Yıldırım, Cumalıkızık, Orhaneli and Kestel with these seedlings. During the creation of the gardens, Tarım A. Ş. together with the agricultural engineers within the body and within the District Agricultural Directorates, the places where the farmers will plant the seedlings, have been checked on site and the seedlings have been planted properly. These saplings, the fruits of which are started to be purchased, are of high quality and suitable for export.
- Within the scope of the Raspberry Project, 125,000 new seedlings were supplied to producers in the spring of 2020 and 225,000 seedlings in the fall of 2020. With the ongoing support, the first goal in raspberry production in Bursa is to reach 10 thousand tons, then 30 thousand tons of production. At the same time, Tarım A.Ş. aimed to register and produce domestic and national raspberry varieties on behalf of. In addition, it aims to ensure the production, processing, packaging and sales of raspberries in three different regions in Bursa by carrying out clustering projects in coordination with the important institutions of the T.R. Ministry Of Agriculture And Forestry TAGEM and BÜGEM.

## Blueberry Towards Becoming a New Symbol

- Blueberries are known as Blueberry abroad are called by different names in Turkey (Iikaba, Maviyemiş, bear grapes, Morsivit, Bush berries, Tea grapes, shepherd Grape). Its homeland is the American continent. It has been an important representation of United States culture since 1906. At the beginning of 2000 it has taken its place as exotic fruits in Turkey.
- Blueberry is one of the most sought after fruit types in the world, thanks to its unit income and health benefits. Blueberry is consumed both age and canned. In addition, its leaves, fruits, roots and flowers are pharmaceutical raw materials. It is used as a sweetener for the diabetic diabetic patients, which are dried and powdered. Blueberry, which is the garden plant with the highest antioxidant content, is very beneficial for health. Maviyemişer is also used for different purposes. For example; Intense flowers in spring, dark green in summer and fire red, yellow and burgundy in autumn are used as an ornamental plant.



- According to the data from FAO, 596,813 tons of blueberries were produced in the world in 109,541 ha on 2017. Accordingly, 1 da = 544 kg of blueberries are produced in the world average. The average yield of blueberry per decare is 432 kilograms. In addition, production with frequent planting reaches 8 tons.
- Turkey is increasing every year with incentives that began in 2000 and first produced after the production of fresh fruit maviyemiş offered to the market in 2003. Thus, the production of 225 tons of blueberries in 582 decares in 2017 reached 375 tons in 990 decares in 2018 (1 da = 379 kg blues). Blueberries are grown especially in the Eastern Black Sea and the Marmara region in Turkey. The provinces where the highest amount of blueberries are grown are listed as Rize, Bursa, Trabzon, Istanbul, Giresun and Artvin.
- Under the leadership and management of Bursa Metropolitan Municipality Tarım A.Ş., "Blueberry Cultivation Project" is being carried out in order to support rural

development and to achieve high productivity with production quality. In the first stage of the project, 6,400 blueberry saplings were distributed to farmers producing in Gürsu, İnegöl, İznik, Gürsu, Orhaneli, Kestel and Büyükorhan, and a value-added production model was encouraged. 75 thousand seedlings were supplied to producers in the spring period of 2020 and 150 thousand seedlings in the autumn period of 2020. Distributed through the gardens created in 2018 in Bursa with seedlings blueberries entered production started and ranking as the third largest blueberry producing cities in Turkey. In order to expand Blueberry production in the future, it is desired to supply a large amount of seedlings first, and then to create a new area for farmers by ensuring that seedlings are produced in Bursa.

## **Conclusion**

Entrepreneurs and entrepreneurship are made to produce an output, even if it is for profit or a social expectation. From this perspective, entrepreneurship and entrepreneurship go back to the first period of history. These concepts, which have a long history, are the most important factors of economic foundations. Entrepreneurship is a situation and action that exists in almost every field. Entrepreneurship has gained importance in some sectors in the world at certain periods. The underlying factor of its winning are changing economic, sociological and political reasons. Recently, the decrease in the population living in rural areas and agricultural studies have been decreasing in parallel. Because agricultural studies are generally carried out in rural areas in our country. The production gap emerging in the agricultural fields and the demand for the basic needs obtained by the whole society have increased the importance of agricultural entrepreneurship. The support given to agriculture, especially by state institutions and organizations, is one of the most obvious and concrete examples of the situation. The policies pursued today are at the point of both preventing rural migration and bringing young people who prefer urban life to agriculture. In addition, it is planned to include the sector, which is active and active in the labor force, in agricultural production. For these reasons, entrepreneurship studies and projects are concentrated in agricultural fields. This study has been prepared to target individuals who have workforce to be in agricultural production and to create and increase entrepreneurship activities and activities within this scope. Within the scope of the study, the basic concepts of entrepreneurship have been evaluated, information and evaluations have been made in order to be able to guide people who want to become agricultural entrepreneurs and to benefit their studies and projects.

Agricultural studies, agricultural enterprises, studies for existing agricultural workers are not a social responsibility project, but rather an indispensable element of the structures that form the basis of the new economy and an opportunity for new markets.





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