
SYLLABUS

Date/Revision : January 10, 2017
Faculty : Business and Social Sciences
Approval : Dr. Samuel Prasetya

SUBJECT : ENTREPRENEURSHIP

1. Identification of Subject:

Name of Subject : Entrepreneurship
Code of Subject : ENTR-3000
SKS/ECTS : 4/6
Semester : 4/5
Study Program : B-MGT/B-IBA
Lecturer : Dr. Samuel Prasetya, Dr. Wiryawan, Dr. Firdaus Basbeth, Wulan, MBA, Norman Yachya, MBA, Ir. Invanos Tertiana, MBA

2. Competency (Learning Outcome)

- At the end of the course students will have an overview of the most important methodological approaches and concepts of entrepreneurship and ventures.
- After completing the course, students will be able to describe the core aspects of analytical and will be able to illustrate, contrast, and apply the main concepts and theories from the fields of entrepreneurship and ventures.
- Through the successful participation in this course students are able to recognize the basics of entrepreneurship and ventures.
- Students are also able to discuss critically the role of an entrepreneur and the process of business planning and implementation.

3. Description of Subject:

The main topics to be covered are:

- Evolutions and development of entrepreneurship and ventures
- The entrepreneurial mind-set
- Social entrepreneurship and global environment
- Innovation
- Assessment of entrepreneurial
- Pathways to entrepreneurial opportunities
- Sources of capital for entrepreneurial ventures

4. Learning Approach

Approach : Combination of Expository - inquiry and collaborative
Method : Discussions, questions/answers, sample problems/cases, group works
Student Task : Home work, presentation

Media : LCD projector

5. Evaluation

Maximum absences	: 25%
Projects (individual & group)	: 20 points
Presentation	: 10 points
Quizzes	: 10 points
Final Examination	: 60 points
Total	: 100 points

6. Contents/Topics of Lecturing

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	<p>Introduction session</p> <ul style="list-style-type: none"> • Entrepreneur versus small business • Evolution of entrepreneurship <p>The entrepreneurial mind-set in individual</p> <ul style="list-style-type: none"> • Entrepreneurial experience • Entrepreneurial ethics • Entrepreneurial dilemma 	Ch 1-2	<p>Group formation</p> <p>Group Topic selections for Group writing project</p>
2	<p>The entrepreneurial mind-set in organization</p> <ul style="list-style-type: none"> • Corporate innovation philosophy <p>Corporate entrepreneurship strategy</p> <p>Social entrepreneurship and the global environment</p> <ul style="list-style-type: none"> • Social entrepreneurship and sustainability • Shared value and triple bottom line 	Ch 3-4	
3	Evaluation on the previous discussions & chapters	Ch 1-4	Draft 1 Quiz 1
4	<p>Innovation: the creative pursuit of ideas</p> <ul style="list-style-type: none"> • Opportunity identification • Entrepreneurial imagination and creativity <p>Assessment of entrepreneurial</p> <ul style="list-style-type: none"> • The challenge new-venture start-ups • Critical factors for new-venture development 	Ch 5-6	
5	<p>Pathways to entrepreneurial opportunities</p> <ul style="list-style-type: none"> • Creating new-venture • Acquiring an established entrepreneurship venture <p>Sources of capital for entrepreneurial ventures</p> <ul style="list-style-type: none"> • Debt versus equity financing • The venture capital market 	Ch 7-8	

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
6	<p>Legal challenge for entrepreneurial venture</p> <ul style="list-style-type: none"> • Intellectual property protection • Legal structures for entrepreneurial venture <p>Marketing challenge for entrepreneurial venture</p> <ul style="list-style-type: none"> • New marketing concepts for entrepreneurs • The components of effective marketing 	Ch 9-10	
7	Evaluations on the previous discussions & chapters	Ch 5-10	Draft 2 Quiz 2
8	Semester Break		
9	<p>Financial preparation for entrepreneurial venture</p> <ul style="list-style-type: none"> • Understanding financial statements • Preparing financial budget <p>Developing an effective business plan (1)</p> <ul style="list-style-type: none"> • Pitfalls to avoid in planning • Benefit of business plan • Developing well-conceived business plan • Element of business plan • Updating of business plan 	Ch 11-12	
10	<p>Strategic entrepreneurial growth</p> <ul style="list-style-type: none"> • The nature of strategy planning • Managing entrepreneurial growth • Unique managerial concern of growing venture <p>Valuation of entrepreneurial venture</p> <ul style="list-style-type: none"> • Underlying issues when acquiring a venture • Establishing a firm's value 	Ch 13-14	
11	<p>Harvesting the entrepreneurial venture</p> <ul style="list-style-type: none"> • Key factors in succession • Developing a succession strategy 	Ch 15	
12	Evaluations on the previous discussions & chapters	Ch 11-15	Draft 3 Quiz 3
13	Guest Lecturer, Review, Tutorial & Presentation		
14	Guest Lecturer, Review, Tutorial & Presentation		
15	Guest Lecturer, Review, Tutorial & Presentation		Final Draft Quiz 4
16	Silent Week		
17-18	Final Examination	All chapters	

7. Book Reference:

- Main Textbook: Kuratko, D. F. (2014). *Entrepreneurship: Theory, Process & Practice 9 Edition*. USA: Cengage Learning.