
SYLLABUS

Date/ Revision May 3, 2017
Faculty Business and Social Sciences
Approval Dr. Samuel Prasetya

SUBJECT : PROJECT IN ENTREPRENEURSHIP

1. Identification of Subject:

Name of Subject : Project in Entrepreneurship
Code of Subject : ELPR-9000
SKS / ECTS : 3 SKS
Semester : 8
Study Program : B-AVM/IBA/MGT
Lecturer : Team Teaching

2. Competency

After having the course, students are expected to:

- a) Understand the marketing plan
- b) Understand the financial plan
- c) Understand the human resource plan
- d) Understand the operating plan

3. Description of Subject:

The student learns to prepare a business plan using all tools that been studied from marketing, finance, human resources and operation.

4. Learning Approach

Approach : Combination of expository - inquiry and collaborative
Method : Discussions, questions/answers, sample problems/cases
Student Task : Quizzes and group projects
Media : LCD projector

5. Evaluation

a) Non-attendance maximum : 25%
b) Homework/Projects : 20 points
c) Presentation, Simulation : 10 points
d) Quiz : 10 points
e) Final Examination : 60 points
 Total : 100 points

6. Contents/Topics of Lecturing:

Week	Content / Topics of Lecturing	Text Book Chapter	Remark
1	• Marketing plan	Chapter 1	
2	• Marketing plan	Chapter 2	Find articles on this subject
3	• Marketing plan	Chapter 3	Find articles on this subject
4	PROJECT		
5	• Financial plan	Chapter 4	Find articles on this subject
6	• Financial plan	Chapter 5	Find articles on this subject
7	PROJECT		
8	Semester Break: Only Make-Up Classes		
9	• Human resources plan	Chapter 6	Find articles on this subject
10	• Human resources plan	Chapter 7	Find articles on this subject
11	PROJECT		
12	• Operating plan	Chapter 8	Find articles on this subject
13	• Operating plan	Chapter 9	Find articles on this subject
14	PROJECT		
15	• Comprehensive business plan	Chapter 10	Find articles on this subject and submit the assignment on final exam
16	Semester Break: Only Make-Up Classes		
17	Final Examination		

7. Book Reference:

a) Main Textbook

Janet Kiholm Smith, Richard L. Smith, and Richard T. Bliss, Entrepreneurial Finance: Strategy, Valuation, and Deal Structure, 8th edition, An Imprint of Stanford University Press

b) Supplement Articles

Various online journal articles