

7.8 International Entrepreneurship (BIP1017)

UDAYANA UNIVERSITY

Course Syllabus

INTERNATIONAL ENTREPRENEURSHIP (Code: BIP1017)



5 ECTS

Course Description

This course explains the basic concepts of entrepreneurship, the role of entrepreneur in economic, creativity and entrepreneurship and the entrepreneurial process such as critical factors for starting a new enterprise, evaluating opportunities for new business and ingredients for a successful new business.

Objectives

After studying the topics in this course student will be able to understand what, why and how to be an entrepreneur by studying leadership, business skills and building business plan.

Teaching Method

The course is presented in the form of lecturing activities, classroom assignment and discussion, case studies, business plan presentation.

Assessment Method

Assignments:	30%
Mid-term exam:	30%
Final exam:	40%

References

1. Bygrave, William D. 1994. The Portable MBA in Entrepreneurship. Canada, John Wiley & Son .Inc
2. Kotler, Philip. 1998, Marketing Management. New Jersey. Prentice Hall International,
3. Zimmerer , Thomas W., Norman M. Scarborough and Doug Wilson, 2008. Essential of Entrepreneurship and Small Business Management. New Jersey. Pearson Education, Inc.

Lecturer: Drs. I Gde Ketut Warmika, MM

Lecture Topics

Week	Topics
1.	Introduction, Overview
2.	Basic Concepts of Entrepreneurship
3.	The Entrepreneurial Process
4.	Starting a New Venture; New Ideas, Opportunity Recognition, Problem Solving
5.	Leadership and Entrepreneurship
6.	Business Skill for Entrepreneur: Marketing and Organization
7.	Business Skill for Entrepreneur : Basic Financial Reports
8.	Mid Test
9.	Business Plan Development: The Concept
10.	Preparing and Developing the Business Plan: Group Assignment
11.	Expanding the Venture: Goal Setting-Vision, Penetration, Diversification, Five Forces Model
12.	Business Plan Presentation
13.	Business Plan Presentation
14.	Business Plan Presentation
15.	Business Plan Presentation
16.	Final Test

Workload

				Weeks per semester																TOTAL hrs
Independent work				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
				Homework, assignments					2	2	2	2	2				2	2	2	2
Case studies				1	1	1	1	1	1				1	1	1	1	1	1	1	12
Exam preparation								5	10								5	10		30
Preparation for presentations and papers				1	1	1	1	1	1				1	1	1	1	1	1	1	12
Preparation for class				1	1	1	1	1	1				1	1	1	1	1	1	1	12
Follow-up for class				1	1	1	1	1	1				1	1	1	1	1	1	1	13
Final essay paper																		10		10
Course evaluation																			2	2
																				115
Hrs of exams											2									4
Mandatory class attendance		Class	Weekly hrs ~ 2	2	2	2	2	2	2				2	2	2	2	2	2	2	26

TOTAL WORKLOAD PER COURSE (HOURS) 145
TOTAL ECTS 5

Udayana University reserves right to changes.
The syllabus is introductory and the latest version will be distributed in the beginning of the lectures.
Holiday schedules may vary depending on the public holidays.