

# 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 Methods**

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

#### **Assessment Methods**

Assignments and discussion 30%

Middle Semester Test 30%

Final Semester Test 40%

#### **References**

1. Bygrave, William D.1994.The Portable MBA in Entrepreneurship. Canada,John Willey & 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:**

1. 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	2	2	2		24
	Case studies				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		12
	Preparation for class				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									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.