



INTERNATIONAL ENTREPRENEURSHIP BIP 1017

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

- Bygrave, William D. 1994. The Portable MBA in Entrepreneurship. Canada, John Wiley & Son .Inc
- Kotler, Philip. 1998, Marketing Management. New Jersey. Prentice Hall International,
- 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	MIDTERM EXAM
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 EXAM

WORKLOAD

INTERNATIONAL ENTREPRENEURSHIP (BIP1017)

16 weeks

		Weeks per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments		2	2	2	2	2	2		2	2	2	2	2	2	2		26
	Workshops				4													4
	Exam preparation							5								5		10
	Company visits, excursions										4							4
	Preparation for presentations and papers			2						2								4
	Preparation for class		2	2	2	2	2	2	2	2	2	2	2	2	2	2		28
	Follow-up for class		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	15
	Final essay paper																10	10
	Course evaluation																	2
	Workshop and Excursion Paper					2						2						4
																	107	
HRS OF EXAMS MANDATORY CLASS ATTENDANCE	Class								2								2	
	Weekly hrs ~ 2	2	2	2	2	2	2	2		2	2	2	2	2	2	2	28	
		TOTAL WORKLOAD PER COURSE (HOURS)																139
		TOTAL ECTS																5

Udayana University reserves the right for 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.