



## COURSE SYLLABUS

**WARMADDEWA UNIVERSITY**

# BUSINESS FOUNDATIONS IN A CHANGING WORLD

BBF33B02

International Program



## BUSINESS FOUNDATIONS IN A CHANGING WORLD

5 ECTS

### **COURSE DESCRIPTION**

This course is designed to give you the terminology, concepts and frameworks necessary to understand businesses in a changing world, to unpack their constituent parts, and to build your own tool-kit for strategy and decision-making. This course introduces basic concepts and frameworks that can be applied across markets, at all levels of business. Core value propositions, pitches and hacks, social media skills, competition and macro environmental tools are all discussed during the course through real-life stories and experiences.

### **OBJECTIVES**

By the end of this course students should know:

- How to break a company down to its main components and activities.
- What are the current industry trends.
- The basics of industry competitive dynamics.
- How different business functions work and integrate.

### **LECTURING METHOD**

The course will be presented in the form of lecture activities, classroom assignments and discussions, case studies, special topic presentation, and homework. Students will be working primarily on the basis of real-life stories; though additional materials can be assigned from time to time. In order to understand the topics covered in this course it is crucial that students read the supplied online material before class sessions to be able to contribute thoughtfully to the class discussions and exercises.

### **ASSESSMENT METHOD**

Class attendance 10 %,  
Class participation and assignments 30 %,  
Mid-term exam 30 %,  
Final exam 30 %

### **LECTURERS**

Dr. Ni Luh Putu Indiani, S.E., M.M.  
Ni Kd Sioaji Yamayanti, S.E., MBA  
and guest lecturers

## LECTURE TOPICS

Week	Lecture Topics
1.	Introduction to Business Foundations
2.	How to Make your Business Go Viral?
3.	How to build your Business and take Advantage of it?
4.	Developing a Successful Internet of things
5.	All you Need to Know about Cultural Impact on Business & Vice Versa
6.	21 <sup>st</sup> Century Sustainable Business and Environmental Goals
7.	<b>Mid-Term Exam</b>
8.	How to Build a Killer Pitch Desk: Tips, Process and Hacks
9.	How to Raise Money – Start Up Fundraising 101
10.	How to Master Social Media: Share your Passion to Attract Customers
11.	Get Ready, Get Funded, Lunch: Pitch Strategies That Investors say Yes to
12.	Successful E-Commerce Business
13.	<b>Group Assignment Presentation</b>
14.	<b>Final Exam</b>

## WORKLOAD

BUSINESS FOUNDATIONS IN A CHANGING WORLD

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		24	
	Workshops						4										4	
	Exam preparation							9								10	19	
	Company visits, excursions											4					4	
	Preparation for presentations and papers	1	1	1	1	1	1			1	1	1	1	1	1		12	
	Preparation for class	2	2	2	2	2	2			2	2	2	2	2	2		24	
	Follow-up for class	1	1	1	1	1	1			1	1	1	1	1	1		12	
	Final essay paper																10	10
	Course evaluation																2	2
	Workshops and Excursion Paper							2					2					4
																	<b>115</b>	
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	
																	<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>	<b>145</b>
																	<b>TOTAL ECTS</b>	<b>5</b>