



## COURSE SYLLABUS

# WARMADDEWA UNIVERSITY ENTREPRENEURSHIP FOR GLOBAL CHALLENGES

BBF33B03

International Program



## ENTREPRENEURSHIP FOR GLOBAL CHALLENGES

5 ECTS

### COURSE DESCRIPTION

This course will introduce you to entrepreneurship for global challenges. You will get to know entrepreneurs and discover how they are working on innovation and entrepreneurship. You will learn what kind of global opportunities and obstacles entrepreneurs especially in emerging economies face when establishing their businesses and acquire a practical set of tools that will enable you to discover opportunities in your own environment and use them to make an actual change.

### OBJECTIVES

By the end of this course, students should be able:

- Identify global challenges in emerging economies.
- Learn from experienced entrepreneurs' successes and failures.
- Think strategically about interactions with business partners, customers and government authorities.
- Think strategically about the internal management style and business culture.
- Understand opportunities for and barriers to socially responsible entrepreneurship.

### LECTURING METHOD

The course will use lectures, discussion, and assignments. At the end of the course you will do an entrepreneurial case study to create a value proposition based on the things you've learned.

### 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	Topics
1.	Introduction to Entrepreneurship for Global Challenges
2.	Leading New Hospitality: Innovation and Social Impact
3.	How to Build a High Performance Team
4.	Growth Hacking: Achieving Tenfold Growth
5.	Developing Successful Artificial Intelligence
6.	Developing Successful Big Data & Analytics
7.	<b>Mid-Term Exam</b>
8.	How to Scale Your Product?
9.	The Power of the Internet: Website and Social Media Masterclass
10.	How to Run a Successful Facebook Ad Campaign on a Shoestring Budget?
11.	Graphic Design Skills for Entrepreneurs and Managers
12.	What's New in Cybersecurity and Utilizing Blockchains?
13.	Case Study Presentation
14.	<b>Final Exam</b>

## WORKLOAD

### ENTREPRENEURSHIP FOR GLOBAL CHALLENGES

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>