



UNIVERSITAS PENDIDIKAN NASIONAL (UNDIKNAS UNIVERSITY)
FACULTY OF BUSINESS AND ECONOMICS

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SYLLABUS

DIGITAL BUSINESS AND ENTREPRENEURSHIP

COURSE CODE: 181503

ECTS: 5

SEMESTER AND YEAR OFFERED: SEMESTER 4/ YEAR 2

LECTURER: NI MADE DHIAN RANI YULIANTI, S.E., M.M.

1. DESCRIPTION

This unit introduces students to theory, concepts and practices related to digital business and entrepreneurship for management and accounting students

2. EXPECTED LEARNING OUTCOMES

On successful completion of this unit, students should be able to :

- define the search of entrepreneurship,
- define the properties of entrepreneurship,
- define the link between entrepreneurship and innovation,
- define the link between entrepreneurship and economy ,
- figure out TLC of entrepreneurship,
- comprehend Entrepreneurs and Managing Creativity,
- develop Entrepreneurial Networking,
- practice Entrepreneurial Decision-Making and Planning,
- develop Entrepreneurial Marketing,
- define Entrepreneurial Business Models and Processes, and
- write and present project report

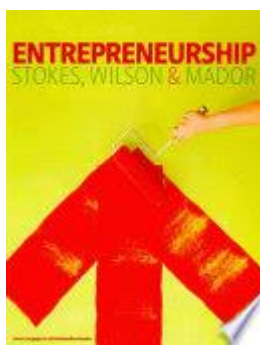
Vision:

Becoming a superior study program in 2020 as a center for human resource development in the field of accounting that is professional, global-minded, and has entrepreneurial spirit based on the concept of Tri Hita Karana.

3. REFERENCES

Compulsory:

David Stokes, Nick Wilson and Martha Mador. 2010. Entrepreneurship. United State : South-Western Cengage Learning.



Recommended/Additional Reading

1. Colette Henry. 2007. Entrepreneurship in The Creative Industries. An International Perspective. United Kingdom : Edward Elgar Publishing Ltd.



4. METHOD OF ASSESSMENT

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. UNIT GUIDE AND STUDY PLANNER

Meeting	Module Topic
1	The search for entrepreneurship
2	The properties of entrepreneurship
3	Entrepreneurship and Innovation
4	Entrepreneurship and the economy
5	Entrepreneurship in context
6	The Life Cycle of Entrepreneurship
7	Entrepreneurs and Managing Creativity
8	Mid-term Test
9	Entrepreneurial Networking
10	Entrepreneurial Decision-Making and Planning
11	Entrepreneurial Marketing
12	The Creation and Protection of Knowledge
13	The entrepreneurial Team
14	Entrepreneurial Business Models and Processes
15	Entrepreneurial Finance
16	Final Test

6. WORKLOAD

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DIGITAL BUSINESS AND ENTREPRENEURSHIP
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	2	2	24
	Workshops			4				4										8
	Exam preparation							9								10		19
	Company visits, excursions																	0
	Preparation for presentations and papers			2		2		2			2		2		2			12
	Preparation for class	2	2	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	1	1	12
	Final essay paper																10	10
	Course evaluation																2	2
	Workshops and Excursion Paper				2				2									4
										2						2	115	
HRS OF EXAMS																	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~2	2	2	2	2	2	2	2		2	2	2	2	2	2	2	26	
		TOTAL WORKLOAD PER COURSE (HOURS)															145	
		TOTAL ECTS															5	

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