Template

Description of Course Unit

According to the ECTS User's Guide 2015

Course unit title:	Entrepreneurship
Course unit code:	MWU61910
Type of course unit:	Compulsory
Level of course unit:	(*According to EQF: first cycle Bachelor, second cycle Master*) Bachelor
Year of study (if applicable):	1 semester
Semester/trimester when the course unit is delivered:	Semester 2
Number of ECTS credits allocated:	3 for ECTS in Asia 3 credits
Name of lecturer(s):	
Learning outcomes of the course unit:	1. Students understand the concept of entrepreneurship and innovation 2. Students are able to understand the business environment 3. Students understand how to structure a business 4. Students understand the concept of promotion and sales 5. Students understand the concepts of operation and delivery 6. Students understand the concept of intellectual property protection 7. Students understand drawing up a business plan
Mode of delivery (face-to-face, distance learning):	Distance Learning (1. Virtual Synchronous; 2. Independent Asynchronous)
Prerequisites:	
Course contents:	1. Mastering the concept of business theory 2. Mastering the principles of report preparation 3. Mastering and predicting the development of a dynamic business research environment
Recommended or required reading:	1. Hisrich, Robert D dan Michael P Peters (2020),'Entrepreneurship', Mc Graw Hill, New York 2. Aima, Susilo, Purwanto and Wiratih, 2016, Entrepreneurship & Business Opportunities, Compiling a superior and inspiring business plan, In Media, Bogor. 3. Kuratku, Donald F & Hodgetts, Richard (2004), "Entrepreneurship : Theory, Process, Practice ". 6th ed., Thomson South-Western, Ohio (required) 4. Kiyosaki, Robet (2000) Cashflow Quadran, Kompas Gramedia 5. Lambing(2000), 'Entrepreneurship', Mc Graw Hill, New York 6. Longenecker, G Just M Carlos W Moore dan J.W.Petly, (2003).' Small Business Management an Entrepreneurial Emphasis', 12ed 7. Morse, Eric A dan Ronald K Mitchell (2006),'Cases in Entrepreneurship: The Venture Creation Process', The Ivey Casebook Series, SAGE Publication

	8. Zimmerrer, Thomas W dan Norman M Scarborough (2005), 'Essential of Entrepreneurship and Small Business Management
Planned learning activities and teaching methods:	Learning Method: Brainstorming Learning Media: Presentation Media, Audio Visual Media
Language of instruction:	Indonesian
Work placement(s):	