

Description of Course Unit

According to the ECTS User's Guide 2015

<i>Course unit title:</i>	Entrepreneurship
<i>Course unit code:</i>	MKW60514
<i>Type of course unit:</i>	Required
<i>Level of course unit:</i>	Bachelor
<i>Year of study (if applicable):</i>	Six months
<i>Semester/trimester when the course unit is delivered:</i>	4 th semester
<i>Number of ECTS credits allocated:</i>	2 SCU/3.33 ECTS
<i>Name of lecturer(s):</i>	H. M. Taufik, SH., MH
<i>Learning outcomes of the course unit:</i>	1. Mastering and able to explain the meaning and function of management in the Business World/Industrial World. 2. Able to describe the meaning, principles, and classifications of entrepreneurship and implement them for entrepreneurship and work effectively both individually and in multidisciplinary or multicultural teams in formulating alternative solutions to solve complex engineering problems in the management field.
<i>Mode of delivery:</i>	Face to face
<i>Prerequisites:</i>	-
<i>Course contents:</i>	1. The scope of the entrepreneurial discipline. 2. Concept, context, and the nature of entrepreneurship. 3. Entrepreneurial characteristics and values. 4. Entrepreneurship (types, functions, and roles of entrepreneur) 5. Creative and innovative in entrepreneurship. 6. Entrepreneurship competence. 7. Basic capital of entrepreneurship. 8. Entrepreneurial process. 9. Business (Business success factors, business inhibiting factors, advantages and disadvantages in entrepreneurship). 10. Entrepreneurial ideas and opportunities. 11. Entrepreneurship in a business context. 12. Steps to start a new business. 13. Business analysis and business feasibility. 14. Franchise

	15. perencanaan , pengelolaan dan strategi bisnis 16. profil usaha kecil dan model pengembangannya 17. pemasaran 18. kompetensi inti dan strategi bersaing dalam kewirausahaan 19. perencanaan usaha
<i>Recommended or required reading::</i>	Required: 1. Amirullah Haris Budiyo. Pengantar Manajemen. Graha Ilmu, Yogyakarta 2. Buchari Alma, Kewirausahaan.CV Alfabeta, Bandung 3. David E Rye. Tools for Execitives Wirausahawan, PT Prenhallindo, Jakarta 4. Darwin Bangun, Manajemen Perusahaan, Dikti, Jakarta 5. Geoffrey G. Meredith. Kewirausahaan, Teori danPraktek, PT. Pustaka Binaman Pressindo, Jakarta 6. H. Malayu S.P. Hasibuan, Manajemen Sumber Daya Manusia. PT. Bumi Aksara, Jakarta 7. H. Malayu S.P. Hasibuan, Organisasi & Motivasi. PT. Bumi Aksara, Jakarta 8. Manullang, Pengantar Ekonomi Perusahaan., Liberty, Yogyakarta 9. Maskur Wiranto. Pengantar Kewiraswastaan, BPFE, Yogyakarta 10. Pandji Anoraga, Manajemen Bisnis.PT Rineka Cipta, Jakarta
<i>Planned learning activities and teaching methods:</i>	Studying and Response
<i>Language of instruction:</i>	Indonesian Language
<i>Work placement(s):</i>	Law enforcers, legal consultants, and research assistants.