

### Module Description

<b>Module name</b>	Entrepreneurship
<b>Module level, if applicable</b>	Undergraduate
<b>Code, if applicable</b>	23U02133420
<b>Subtitle, if applicable</b>	-
<b>Course, if applicable</b>	-
<b>Semester(s) in which the module is taught</b>	5 <sup>th</sup>
<b>Person responsible for the module</b>	Prof. Dr. Paulus Lobo Gareso, M. Sc
<b>Lecturer</b>	<ol style="list-style-type: none"> <li>1. Prof. Dr. Syamsis Dewang, M. Eng. Sc</li> <li>2. Prof. Dr. Paulus Lobo Gareso, M. Sc</li> </ol>
<b>Language</b>	Indonesian Language [Bahasa Indonesia]
<b>Relation to Curriculum</b>	Undergraduate degree program, elective, 5th semester.
<b>Type of teaching, contact hours</b>	<p>Teaching methods: [group discussion], [simulation], [case study], [collaborative learning], [project-based learning], [problem-based learning].</p> <p>Teaching forms: [lecture], [tutorial], [seminar], [practicum], [research], [internship], [community service]</p> <p>CH : 08.00 - 16.00</p>
<b>Workload</b>	<p>For this course, students are required to meet a minimum of 90.67</p> <ul style="list-style-type: none"> <li>- 26.67 hours for lecture,</li> <li>- 32.00 hours for structured assignments,</li> <li>- 32.00 hours for private study</li> </ul>
<b>Credit points</b>	2 credit points (equivalent with 3.4 ECTS)

<b>Requirements according to the examination regulations</b>	<p>Students have participated in at least 80% of the learning activities (Academic Regulations, Chapter VII)</p> <p>A student must have attended at least 75% of the lectures to sit in the exams</p>
<b>Recommended prerequisites</b>	-
<b>Module objectives/intended learning outcomes</b>	<p>After completing the course, Students are able:</p> <p><b>Intended Learning Outcomes (ILO):</b></p> <p><b>ILO 7:</b> Students will be able to identify the physical problems based on the experimental results [ILO 7]-Ab</p> <p><b>ILO 8:</b> Students will be able to develop their skill and maintain a network with colleagues [ILO 8]- S</p> <p><b>Course Learning Objective (CLO):</b></p> <ol style="list-style-type: none"> <li>1. Able to think rationally, critically and creatively and work independently in completing work in the field of physics expertise in the form of scientific work.</li> <li>2. Able to analyze various existing alternative solutions to physical problems and conclude them for making the right decision.</li> </ol> <p><b>Sub CLO:</b></p> <p>ILO 7⇒ CLO 2: Students are able to carry out market research for small and medium enterprises systematically.</p> <p>ILO 7⇒ CLO 2: Students are able to systematically analyze target marketing profiles, market segmentation based on demographic, geographic, psychographic, and behavioral profiles.</p> <p>ILO 7⇒ CLO 1: Students are able to analyze well and on target in conducting case studies, steps, and methods, as well as recommendations for the results of entrepreneurial case studies based on scientific principles.</p> <p>ILO 8⇒ CLO 1: Students have broad and flexible knowledge of building relationships between customers and business people in order to maintain sustainable business.</p>
<b>Content</b>	<p>Students will learn about:</p> <ol style="list-style-type: none"> <li>1. Brain Color</li> <li>2. Definition of entrepreneur</li> </ol>

	<ol style="list-style-type: none"> <li>3. Innovation and creativity</li> <li>4. Market research for SMEs</li> <li>5. Business strategy</li> <li>6. Target market</li> <li>7. Business branding</li> <li>8. Business positioning</li> <li>9. Case study analysis</li> <li>10. Case study learning</li> <li>11. Business planning</li> <li>12. Writing a case study</li> <li>13. Customer relationship</li> <li>14. Mentoring and coaching</li> <li>15. Green business</li> </ol>
<b>Forms of Assessment</b>	<p>Assessment techniques: [observation], [<del>participation</del>], [<del>performance</del>], [written test], [<del>oral test</del>]</p> <p>Assessment forms: [<del>quiz</del>], [midterm exam], [final term exam], [assignment], [report], [presentation]</p> <p>Assignment = Mid term exam = 6.25% Final term exam = 6.25%, Presentation = 75%, Report = 12.50%</p>
<b>Study and examination requirements and forms of examination</b>	<p><b>Study and examination requirements:</b></p> <ul style="list-style-type: none"> <li>- Students must attend 15 minutes before the class starts.</li> <li>- Students must switch off all electronic devices.</li> <li>- Students must inform the lecturer if they will not attend the class due to sickness, etc.</li> <li>- Students must submit all class assignments before the deadline.</li> <li>- Students must attend the exam to get final grade.</li> </ul> <p><b>Form of examination:</b></p> <p>Group presentation Final exam</p>
<b>Media employed</b>	Text book, Image Processing Toolbox, Zoom, Gmeet, Video Conference, Video and Power Point Presentation.
<b>Reading list</b>	<p><b>Main :</b></p> <ul style="list-style-type: none"> <li>● Work shop 1 Kewirausahaan HUMBER Canada</li> <li>● Work shop 2 Kewirausahaan HUMBER Canada</li> <li>● Work shop 3 Kewirausahaan HUMBER Canada</li> <li>● Work shop 4 Kewirausahaan HUMBER Canada</li> </ul>