

**Module Handbook for Entrepreneurship**

<b>Module designation</b>	Entrepreneurship
<b>Module level, if applicable</b>	Bachelor of Science
<b>Code, if applicable</b>	22X00C010
<b>Subtitle, if applicable</b>	-
<b>Courses, if applicable</b>	-
<b>Semester(s) in which the module is taught</b>	Even Semester (6)
<b>Person responsible for the module</b>	Prof. Ir. Halifah Pagarra, M.Si., Ph.D.
<b>Lecturer</b>	1. Prof. Ir. Halifah Pagarra, M.Si., Ph.D, Dr. St. Fatmah Hiola, S.P., M.Si
<b>Language</b>	Indonesia
<b>Relation to curriculum</b>	Compulsory course, 6 <sup>th</sup> Semester
<b>Type of teaching, contact hours</b>	Lecture method, Presentation, Discussion, Game, Group Assignment, Presentation, Business Plan of each group. CSU = 2 2 x 50 minutes lecture = 100 minutes 2 x 60 minutes scheduled task = 120 minutes 2 x 60 minutes independent task = 120 minutes Total teaching format = 340 minutes = 5.7 hours
<b>Workload</b>	(Total workload = (Total Teaching format x 16) = 5,7 x 16 = 91,2 jam
<b>Credit points</b>	2 CSU (3 ECTS) How to calculate : ECTS = Total workload : 30 hours = 91.2 : 30 = 3
<b>Requirements according to the examination regulations</b>	Student must have attended at least 80% of the lectures to sit in the exams
<b>Recommended prerequisites</b>	-
<b>Module objectives/intended learning outcomes</b>	ILO: <ol style="list-style-type: none"><li>1. Students are able to recognize and understand opportunities to become an entrepreneur</li><li>2. Students are able to explain the characteristics of abilities: recognizing opportunities, taking risks, being creative and innovating</li><li>3. Students are able to recognize their own character by using the "Brain Color" test.</li><li>4. Students are able to identify business ideas and opportunities that can be applied in the real world</li><li>5. Students are able to explain the meaning of environmentally friendly business in accordance with the ILO concept</li><li>6. Students are able to evaluate business opportunities according to the "5 step" process</li><li>7. Students are able to compose a Business Model Canvas</li><li>8. Students are able to prepare a Business Plan</li><li>9. Students are able to explain and design names, slogans/tag-lines, and logos according to the type of business</li><li>10. Students are able to explain the marketing mix strategy and distinguish between sales and marketing</li><li>11. Students are able to compile initial balance sheets, calculate cost of goods manufactured, determine selling prices and break event points for their respective businesses</li></ol>

	12. Students are able to understand how to do promotion and marketing,
<b>Content</b>	The course Basics of entrepreneurship examines the scope of the basics of entrepreneurship. The study of how to become an entrepreneur and a character who is able to recognize opportunities and the ability to take risks, be creative and innovate. Recognizing characters using the "Brain Color" test, identifying business ideas and opportunities that can be applied in the real world, and identifying elements in the business plan canvas model and compiling a business plan, characteristics of production systems, goods, services, types and forms of production processes , type of innovation, environmentally friendly production process, purpose and benefits of the brand/brand, and being able to design names, slogans/tag-lines, and logos according to the type of business, sales and marketing concepts, marketing process models and financial management, compiling company financial reports, measure business feasibility, and calculate the company's break even point.
<b>Study and examination requirements and forms of examination</b>	Midterm and final exam, assignments.
<b>Media employed</b>	Word, PPT, LCD, Laptop.
<b>Reading list</b>	<p><b>Utama:</b></p> <ol style="list-style-type: none"> <li>1. Suparyanto,, 2013. Kewirausahaan: Konsep dan Realita pada Usaha Kecil. Bandung. ALFABETA, cv.</li> <li>2. Suryana, 2013. Kewirausahaan: Kiat dan Proses Menuju Sukses. Jakarta. Salemba Empat.</li> <li>3. Assauri, S. 2004. Manajemen Pemasaran. Jakarta: PT. Raja Grafindo Persada</li> <li>4. Drucker, P. 1996. Inovasi dan Kewirausahaan Praktek dan Dasar-dasar. Jakarta: Erlangga</li> <li>5. Hisrich, R. D., Peters, M. P., &amp; Shepherd, D. A. 2010. Entrepreneurship. McGraw-Hill</li> <li>6. International Labour Organization (ILO). 2013. Start your Green Business in Waste Management. ILO-IGEP Training Kit.</li> <li>7. Kardono. 2010. Teknologi Ramah Lingkungan: Kriteria, Verifikasi, dan Arah Pengembangan. Jakarta: Badan Pengkajian dan Penerapan Teknologi.</li> <li>8. Kementerian Pendidikan Nasional. 2010. Pengembangan Pendidikan Kewirausahaan. Bahan Pelatihan Penguatan</li> <li>9. Metodologi Pembelajaran Berdasarkan Nilai-Nilai Budaya untuk Membentuk Daya Saing dan Karakter Bangsa. Jakarta: Badan Penelitian dan Pengembangan Pusat KurikulumKiyosaki, R. T. 2011. Cashflow quadrant Guide to Financial Freedom. USA: Plata Publishing, LLC.</li> <li>1. Kotler, P. 1991. Manajemen Pemasaran, Analisis, Perencanaan, Implementasi, Pengendalian. Jakarta: Erlangga</li> </ol>