

Entrepreneurship: UNI612206

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Course Description

This course is regarding corporate entrepreneurship which covers the way to convert ideas into firms. Also discuss why people become entrepreneurs, how to plan a business, analyzing the business environment, developing business model, creating ethical and legal foundation for a business, building and financing a new venture, marketing the product and service, and how to do franchising.

Student learning outcomes:

On completion of this course, students will be able to:

1. Characteristics of an entrepreneur and how to become an entrepreneur.
2. Create a Business Plan and Model
3. Understand to finance the business and to market the products and services
4. Have basic skill in operations and human resources

Required Text:

Bruce R. Barringer/Duane Ireland, *Entrepreneurship: Successfully Launching New Ventures* Global Edition, Pearson Education 5th Edition 2016.

Required Materials:

1. Data storage (computer disks, CDs, or a flash drive) to maintain work record
2. PC or laptop and printer
3. internet access
4. e-mail address

The components that contribute to the determination of course grade:

Procedures to accomplish these objectives include: readings, lectures, class discussions and presentation, video cases, and assignments and written reports.

Tentative course schedule*:

	Syllabus	Class Introduction
Week 1	Part 1 Decision to be Entrepreneur	
	Chapter 1	Introduction to Entrepreneurship Group Lists, Discussion
Week 2	Part 2 Developing Successful Business Idea	
	Chapter 2	Recognizing Opportunities and Generating Ideas Discussion, Group Activity Generating Idea, Case Presentation
Week 3	Chapter 3	Feasibility Analysis Discussion, Group Activity, Case Presentation
Week 4	Chapter 4	Developing an Effective Business Model Discussion, Group Activity creating Business Model, Case Presentation
Week 5	Chapter 5	Industry and Competitor Analysis Discussion, Group Activity, Case Presentation
Week 6	Chapter 6	Writing a Business Plan Discussion, Group Activity, Case Presentation
Week 7	Part 3 Moving an Idea to Entrepreneurial Firm	
	Chapter 7 Chapter 8	Preparing a Proper Ethical and Legal Foundation Assessing a New Venture's Financial Strength and Viability Discussion, Group Activity, Case Presentation
	Chapter 9	Building a New-Venture Team Discussion, Group Activity, Case Presentation
Week 8	Chapter 10	Getting Funding or Financing Discussion, Group Activity, Case Presentation
Week 9	Mid Term	
Week 10	Part 4 Managing Growing Entrepreneurial Firm	
	Chapter 11	Unique Marketing Issues Discussion, Group Activity, Case Presentation
Week 11	Chapter 12	The Importance of Intellectual Property Discussion, Group Activity, Case Presentation
Week 12	Chapter 13	Preparing for and Evaluating the Challenges of Growth Discussion, Group Activity, Case Presentation
Week 13	Chapter 14	Strategies for Firm Growth Discussion, Group Activity, Case Presentation
Week 14	Chapter 15	Franchising Discussion, Group Activity, Case Presentation
Week 15	Group Presentation on Group Business	
Week 16	Group Presentation on Group Business	

Grading Policy:

Score Range	Grade	Grade Points	Status
≥76	A	4	Pass
71 – 75	B+	3,5	Pass

66 – 70	B	3	Pass
61 – 65	C+	2,5	Pass
55 – 60	C	2	Pass
50 – 54	D	1	Pass
< 50	E	0	Fail

Assessments:

Group Assignment (include Project, Presentation)	25%
Individual Assignment	25%
Mid-term	20%
Final Exam	30%
Total	100%

Group Presentation

1. Group Cases Presentation

- a. Groups will submit summary of the case (max 3 pages)
- b. Groups will submit the response of the questions from the cases
- c. Groups Presentation will cover not only material from the text books, but also collecting data regarding the past and the current condition of the issues in the cases.
- d. Groups that do the presentation should prepare the copy of the presentation material for other groups.
- e. Groups Presentation will be graded based on :
 - i. Appurtenance
 - ii. Time Accuracy and Discipline
 - iii. Case Analysis
 - iv. Class Participation
- f. Student creativity is an element that needs attention and will get special assessment.

2. Group Business Presentation

- a. Group will submit Business Plan, refer to pages 190 of Text book
- b. Group will do the presentation of their business plan including photos and videos of their actual business plan.

Policy on academic accommodations due to disability:

If you have a documented disability that requires academic accommodations, please see Academic Affair of FEB Unila.

Class attendance:

On-time attendance at all class meetings is highly expected. One half of your class participation grade is made up of class attendance, and each unexcused absence will cause you to forfeit the attendance credit for that day. Missing more than 15 minutes of class (either through arriving late or leaving early) will count as missing the entire class. Per university policy, excused absences are only granted in cases of serious illness (proved with physician or medical doctor letter) or grave family emergencies, and each of these situations must be documented to our satisfaction. Any student who misses his/her group presentation in recitation due to an unexcused absence will forfeit 50% of the oral presentation points earned by the

group. If there is a written/homework assignment to complete for class (noted on the syllabus), failure to do the assignment will result in no credit for attendance that day.

Excused Absences:

The following situations are as acceptable reasons for excused absences:

1. serious illness;
2. illness or death of family member;
3. University-related trips;
4. major religious holidays;
5. other circumstances you find to be "reasonable cause for nonattendance".

Make-up opportunity:

For those who have an excused absence, there will be an opportunity to make up missed work and/or exams. It is the student's responsibility to inform the instructor of the absence preferably in advance, but no later than one week after it. Bring with you any medical doctor prove of your illness or other proves of your absences for verification purpose.

Submission of Assignments:

1. The group papers will cover elaboration of chapter assignment to be presented in front of class.
2. The paper must include practical examples of the topic that your group is assigned as attachments.
3. The power point is included as attachment of the paper as well.
4. Written report of group paper is due a week before presentation is scheduled.
5. Each group must still have to make prepare one page commentary as a review of other group's topics. The paper to be reviewed will accepted a week before presentation in soft copy format.

Academic Integrity, Cheating and Plagiarism:

Students must up hold the academic honesty by avoiding any forms of cheating. As per university's academic rule and code of ethics, plagiarism and other forms of cheating are absolutely unacceptable. One of forms of plagiarism is cutting and pasting information from the Internet without crediting the source.