Department of Communication
Subject Syllabus

Subject Code : IKB01

Subject Title : The Basics of Entrepreneurship

Subject Specification : For students in Communication and Business Faculty

Subject Overview : Nowadays being in a global world where all people compete to get employment in certain companies or organizations, we need to be aware that not each of us has the chances to obtain that job. In addition, more and more university students are graduating each year, which means the effort to get an employment is becoming more challenging as the vacancy for employment is limited. Under this situation, entrepreneurship takes an important role to anticipate the current occurrence. Through this subject, students are taught that being an entrepreneur is an opportunity for a personally and financially rewarding endeavor, a change "to battle the world", to control one's destiny, to grow as an individual, and more importantly giving others the opportunity of employment.

Course Objectives :
By the end of the course, the students are expected to:

- Demonstrate an understanding of the basic concepts of being an entrepreneur, and to pay attention to significant points to consider in becoming a successful entrepreneur.
- Demonstrate an understanding of the importance of entrepreneurship towards oneself and others.
- Demonstrate an understanding of each particular point that needs to be considered when opening a new business.
- Demonstrate an understanding on how to make a thoughtful and thorough business plan before opening a new business, one that will determine whether business is going to succeed or facing a failure.
- Demonstrate an understanding of the importance of careful budget forecasting to determine cost and profit for certain products or services, to calculate capital needed to start up a new business.

Course Method : The course consists of lectures, presentations, assignments and paper submissions. It is expected that every student will regularly attend classes and participate in class discussion. A work book accompanies the course; additional readings will be assigned to the students per session. Students are expected to demonstrate their analytical skill on the subject in each chapter through real life evidence.

Learning Outcome (Competence) :

- Knowledge : Understand how to make a thoughtful and thorough business plan before opening a new business, one that

will determine whether the business is going to succeed or face failure

- Skill : Able to to start, manage, and grow a business successfully
- Attitude : resilience, perseverance, creativity, passion, initiative, self-confidence, risk-taking willingness, and openness to learning

Course content :

Week	Topic
1	The Nature Of Entrepreneurship
2	Screening Your Business Idea
3	A Business Plan – What It Is And Why One Is Essential
4	Step In The Planning Process
5	Evaluating A Location
6	Analyze Your Competition
7	Articulate Your Personal Objectives
Mid Examination	
8	Business Strategies And Tactics
9	Strategic Consideration Marketing
10	Developed Forecast And Budget
11	Projection And Forecast Estimation
12	Write The Business Plan
13	Finalizing Your Business Plan
14	Review For Final
Final Examination	

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	**100%**

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	**The Nature Of Entrepreneurship**	1. Pitfalls of Operating your own business 2. What can be done about these Pitfalls	Lecturing, Discussion, Question & Answer
II	**Screening Your Business Idea**	1. Generate a Number of New Product/Service Ideas 2. Ask Yourself Thought Questions About Each Idea 3. Conduct Some Exploratory Research to Test the Water	Lecturing, Discussion, Question & Answer
III	**A Business Plan – What It Is And Why One Is Essential**	1. Introduction to Concept – What is a business Plan 2. Why Plan 3. Avoid Excuses	Lecturing, Discussion, Question & Answer
IV	**Step In The Planning Process**	1. Introduction Concept of 8 Step to a Better Business Plan 2. Conduct a Situation Analysis 3. Customer/Product Analysis	Lecturing, Discussion, Question & Answer
V	**Evaluating A Location**	1. Introduction Concept of Evaluating a Location	Lecturing, Discussion, Question & Answer
VI	**Analyze Your Competition**	1. Introduction Concept of Analyze Your Competitive	Lecturing, Discussion, Question & Answer
VII	**Articulate Your Personal Objectives**	1. Introduction Concept 2. Define the Business 3. Identify Your Business Objectives	Quiz, Discussion, Question & Answer
Mid Exam			
VIII	**Business Strategies And Tactics**	1. Introduction Concept 2. Evaluating Franchise Opportunities 3. Investigate Above Questions	Lecturing, Discussion, Question & Answer

		4. What a Manager or an Owner Should Know	
IX	**Strategic Consideration Marketing**	1. Marketing Activities 2. Examples of Common Distribution Channels 3. Manufacturer and Middlemen – A Perfect Working Relationship.	Lecturing, Discussion, Question & Answer
X	**Developed Forecast And Budget**	1. Sales Forecasting 2. Profitability Forecasting 3. Costing 4. Exercise	Lecturing, Discussion, Question & Answer
XI	**Projection And Forecast Estimation**	1. Start-up Cost	Lecturing, Discussion, Question & Answer
XII	**Write The Business Plan**	1. Sample Business Plan Outline	Lecturing, Discussion, Question & Answer
XIII	**Finalizing Your Business Plan**	1. Introduction Concept – Start up Periode 2. What Kind of Money	Lecturing, Discussion, Question & Answer
XIV	**Review For Final**		Discussion, Question & Answer
Final Exam			

DISCLAIMER:
This syllabus should not be construed as a binding contract between the instructor and the students. The instructor reserves the right to change any aspect of the course.

Academic Integrity: All persons shall adhere to the Code of Student Conduct regarding academic dishonesty, including acts of cheating and plagiarism.

Cheating. The willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, using someone else's work or written assignments as if they were your own, or any other dishonest means of attempting to fulfill a requirement of this course.

Plagiarism. The use of an author's words or ideas as if they were your own without giving proper credit to the source, including but not limited to failure to acknowledge a direct quotation. Exact wording from a source must be identified by quotation marks and citation of the author. Concepts and ideas from sources should also be identified by citation of the author.

Midterm Paper Guideline **:** Paper examination

Final Assessment Guideline **:** Paper examination

References **:**

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