Communication & Business Institute
The Leading Graduate School of Communication & Business

Department of Business Faculty
Subject Syllabus

Subject Code:	DBM10
Subject Title:	Digital Business Mentoring
Subject Specification:	For Faculty of Business students
Subject Overview:	To provide to students that are running businesses. The sessions include discussions on how to navigate many of the challenges typically faced by entrepreneurs, such as understanding the business industry, especially digital business, gaining the momentum, developing the business, and building the right network. By the end of the course, students will apply insights from the sessions into their business projects that will be addressed to professionals during business matching.
Course Objectives:	To apply Digital Business Mentoring takeaways into business matching situation and the digital business industry.
Course Method:	Interactive lectures, problem-solving discussions, and hands-on learning.
Learning Outcome (Competence):	Knowledge: Students understand the importance of running a business. Skill: Students to implement the takeaways into their digital business ventures. Attitude: Enthusiastic, committed, innovative, and confident.

Course content:

Session	Topic
1	Introduction and Course Overview
2	Digital Business Mentoring: Situation Analysis
3	Digital Business Mentoring: Business Traction
4	Report Update Coursework 1
5	Digital Business Mentoring: Network Building
6	Digital Business Mentoring: Business Development
7	Report Update Coursework 2
8	Mid Examination
9	Introduction to Business Matching Event and Event Organizer Formation
10	Business Matching: Objective and Strategy
11	Report Update Coursework 3 and Business Matching: Budget and Sponsorship
12	Report Update Coursework 4 and Business Matching: Building Network
13	Business Matching: Preparation (Suppliers and Services)
14	Business Matching: Preparation (Networking)
15	Business Matching: Preparation (Sell and Promote)
16	Final Examination

Grading System:

Students are evaluated based on the following criteria:

- Final Examination 35%
- Mid Examination 25%
- Coursework 30%
- Attendance 10%

The acceptable grade for LSPR – Jakarta Undergraduate Programme is 60 and above. 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

Scheme of Work:

Session	Topic	Areas of Discussion	Activities
1	Introduction and Course Overview	• Introduction • Class rules • Course Contents • Grading Mechanism • Coursework • Mid examination • Final examination	Lectured presentation. Problem-solving discussions.
2	Digital Business Mentoring: Situation Analysis	• SWOT • PESTEL analysis • Porter's Five Forces • 5C analysis • VRIO analysis	Lectured presentation. Problem-solving discussions.
3	Digital Business Mentoring: Business Traction	• Product-market fit • Retention • Minimum and stable user • Channels • Macro level • Teamwork Preparation of Coursework 1 Business Report through PowerPoint, covering: • Session 2 Situation Analysis • Session 3 Business Traction	Lectured presentation. Problem-solving discussions.
4	Report Update Coursework 1	Students present Coursework 1 Business Report Discussion and Case Study	Students' presentation. Problem-solving discussions.
5	Digital Business Mentoring: Network Building	• Communication • Active Listening • Public Speaking • Social Skill • Networking Goals	Lectured presentation. Problem-solving discussions.
6	Digital Business Mentoring: Business Development	• Investment • Innovation • Marketing • Planning • Analysis • Strategy Preparation of Coursework 2 Business Report through PowerPoint, covering: • Session 5 Network Building • Session 6 Business Development	Lectured presentation. Problem-solving discussions.
7	Report Update Coursework 2	Students present Coursework 2 Business Report	Students' presentation. Problem-solving discussions.

		Discussion and Case Study	
8	**Mid Examination**		
9	Introduction to Business Matching Event and Event Organizer Formation	• Final Examination Guideline: Business Matching Event • Formation of Event Organizer • Business Groups form into EO Departments • Propose Time and Place for Business Matching Students contact LSPR Operation Manager for booking time and place of Business Matching	Lectured presentation. Problem-solving discussions.
10	Business Matching: Objective and Strategy	• Objective of Business Matching • Strategy of Business Matching Preparation of Coursework 3 Business Report through PowerPoint, covering: • Event Name • EO Departments • Objective • Strategy	Lectured presentation. Problem-solving discussions.
11	Report Update Coursework 3 and Business Matching: Budget and Sponsorship	Students provide report of Coursework 3 Business Report • Budget for Business Matching • Sponsorship for Business Matching Preparation of Coursework 4 Business Report through PowerPoint, covering: • Event Name • EO Departments • Objective • Strategy • Schedule Rundown • Budget for Business Matching • Sponsorship for Business Matching	Lectured presentation. Problem-solving discussions.
12	Report Update Coursework 4 and Business Matching: Building Network	Students provide report of Coursework 4 Business Report Building key network for Business Matching	Lectured presentation. Problem-solving discussions.

		• Investors and Potential Market	
13	Business Matching: Preparation (Suppliers and Services)	Students contact suppliers and additional services.	Hands-on learning
14	Business Matching: Preparation (Networking)	Students contact key networks to attend Business Matching event and become potential investors.	Hands-on learning
15	Business Matching: Preparation (Sell and Promote)	Students sell products at LSPR and Promote Business Matching event	Hands-on learning
16	**Final Examination**		

Mid Examination Guideline:

5 minutes PowerPoint presentation per business group covering areas on:

- Situation Analysis
- Business Traction
- Network Building
- Business Development

Final Examination Guideline:

From Session 9 onwards to the Final Examination date, all the business groups form into one event organizer to create and execute a business matching event located at LSPR Institute of Communication and Business Campus.

References:

1. Vaynerchuk, G. (2018, March 19). *Crushing It!: How Great Entrepreneurs Build Their Business and Influence-And How You Can, Too*.
2. Greene, R., & Elffers, J. (2007, December 14). *The 33 Strategies of War*. Penguin Books. https://doi.org/10.1604/9780143112785
3. Hogan, T., & Broadbent, C. (2017, January 23). *The Ultimate Start-Up Guide: Marketing Lessons, War Stories, and Hard-Won Advice from Leading Venture Capitalists and Angel Investors*. Career Press.
4. Klaff, O. (2011, February 16). *Pitch Anything: an Innovative Method for Presenting, Persuading, and Winning the Deal*.
5. Fisher, R., Ury, W. L., & Patton, B. (2011, May 3). *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin Books.
6. Sander, P. (2017, June 1). *Negotiating 101: From Planning Your Strategy to Finding a Common Ground, an Essential Guide to the Art of Negotiating*.

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