Department of Business Faculty

Subject Syllabus

Subject Code : BIS041

Subject Title : ***Introduction to Entrepreneurship and Leadership***

Subject Specification :

The idea of starting a business can be appealing and interesting to many people. As nowadays, the Indonesian Government and Department of National Education has proclaimed to motivate college students to start thinking of becoming a job creator, rather than job seeker. Therefore, many higher education institution have been inserting and applying entrepreneurship subject into their curriculum.

Subject Overview :

Students will study entrepreneurial leadership theories, skills and practices necessary for effectiveness in diverse entrepreneurial settings, containing corporations, non-profit organizations, social movements and private businesses.

Students also will learn how to explore and engage leadership skills to classify and facilitate sustainable change in today's ambiguous environment and progressively diverse society and workplaces. Moreover, students will examine the relationship between entrepreneurship and the entrepreneurial leader's role in driving growth and innovation. Important skills learnt will facilitate advancement of competences to adapt leadership practices/ approaches in a variety of organizational and professional contexts. The outcome of this course will guide students to have a feel for what is involved with being entrepreneurial and if the role of entrepreneur is one he or she might find appealing.

Course Objectives:

Students learn the basics of the importance of Entrepreneurship and Basic knowledge of '*Entrepreneurial Leadership*', and why an Entrepreneur as a leader and business owner can change the world for the better through their businesses. Students will also learn the basic principles on how to create a business and products/services as an entrepreneur. Course Objectives Evaluated:

1. Recognize and describe the concept of basic entrepreneurship model and approaches
2. Identify and define major leadership theories related to entrepreneurship journey
3. Describe the attitude, competencies and behaviors of effective leaders in a variety of business situations

4. Develop a shared values, vision and purpose for an innovative startup/business enterprise
5. Determine the personal, behavioral and situational factors in a leadership situation that lead to success or failure during the business process.
6. Create and generate a leadership conception that demonstrates the level of the student's awareness of entrepreneurial leadership principles.
7. Identify the skills of effective entrepreneurial leaders.

Course Method :

Course material is delivered through student review of textbook materials including project development/presentation, self-assessments, digital media including movies, discussion boards, online lectures and final exams. It is expected that every student will regularly attend classes and participate in class discussion.

Each chapter will be discussed every week, accompanied by class discussion or class work.

1. For some chapters, will be equipped by some case studies, or video as study guide's reference.
2. After Mid Test, student will be asked to create a business proposal/social project of their own choice. The project should be unique to each team in every class and can be in a form of event or business start-up. This proposal should be submitted at Final Exam.
3. Every class session should have any discussion for each chapter, or discussion for the case study.

Learning Outcome (Competence) :

1. **Knowledge** :

   Developed advanced knowledge about key processes necessary to bring new products and services to market and key challenges facing the entrepreneur at different stages of the entrepreneurial journey.
   a. Confirm an entrepreneurial business idea and understand the role of entrepreneurial leaders
   b. Identify personal attributes that enable best use of entrepreneurial opportunities
   c. Explore entrepreneurial leadership and management style.
   d. Understand different methods to assess the attractiveness of business opportunities

2. **Skill** :

   Student will be able to validate an ability to identify the central problems/issues, draw and assess recommendation using a perspective that integrates different factors or aspects in the subject, other related business functions and relevant contextual information and deploy them effectively to solve the problem from a strategic views point.
   - Students are able to plan, organize, and execute a project or new venture with the goal of bringing new products and service to the market
   - Students are able to design, organize, and lead a team with the goal of bringing new products and services to market.

3. **Attitude** :

Student will be able to communicate effectively in an organized, clear and persuasive manner, and be responsive listener when act as an entrepreneur.

- Developed student's skills in effectively working in and leading professional teams.
- Students can effectively present and communicate opportunities to both a technical and a business-oriented audience
- Students can demonstrate the nature of entrepreneurial leadership.

Course Content:

Week	Topic
1	**Fundamentals of Entrepreneurship**
2	**Generating Business Ideas (Ideas & Opportunities) & Concept of Design Thinking**
3	**Developing an Effective Business Model Canvas** & **Building Value Proposition**
4	**Marketing Strategy**
5	**Operational Strategy**
6	**Financing Your New Business (Startup Company)**
7	**Review for Mid Term Examination**
Mid Examination	
8	**Overview of Social Entrepreneurship**
9	**Entrepreneurial Leadership 1 (Definition of Entrepreneurial Leader)**
10	**Entrepreneurial Leadership 2 (Leadership and Opportunity)**
11	**Entrepreneurial Leadership 3 (Leadership & Managing Team/People)**
12	**Entrepreneurial Leadership 4 (Leadership & Innovation)**
13	**Pitch Workshop & Develop a Business Plan**
14	***Review for Final Examination***
Final Examination	

Grading System :

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%**

Course Evaluation :

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. Course grades on the student's result card (KHS) are stated as alphabetical symbol with the following qualification:

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:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	**Fundamentals of Entrepreneurship**	1. Define entrepreneur and describe the three characteristics of entrepreneurial activity. 2. Do you have the mindset to be an entrepreneur? 3. Who are entrepreneurs? 4. What motivates entrepreneurs? 5. Why are entrepreneurs risk-takers? 6. How are entrepreneurs essential to the 21st century economy? 7. Entrepreneurship: Present & Past 8. Is Entrepreneurship Right for You ? 9. What Skills Do Entrepreneurs Need 10. Identify Business Opportunities & Set Goals	Lecturer's Presentation, Q & A, Discussions (Presentation/ Group report *Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*
II	**Generating Business Ideas (Ideas & Opportunities) & Concept of Design Thinking**	1. Where do you find opportunities? 2. Golden Circle Ikigai 3. Creative Industry in Indonesia 4. Small and Medium-Sized Businesses in Indonesia 5. Type of Business Ownership 6. How can creative ideas become business opportunities? 7. How do you know if your idea can be the basis for a company? 8. The Role of Technology in Business 9. What is the difference between an inventor and an innovator?	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*
III	**Developing an Effective Business Model Canvas** & **Building Value Proposition**	1. Business Model Design 2. The Business Model Canvas a. Customer segment b. Value proposition c. Channels	Lecturer's Presentation, Q & A, Discussions

		d. Customer relationship e. Revenue Streams f. Key resource g. Key activities h. Key partners i. Cost structure	*Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*
IV	**Marketing Strategy for Entrepreneur**	1. Entrepreneurs in a Market Economy 2. Identify The Target Market & Set Marketing Goals 3. Marketing Strategy for Entrepreneur 4. The Marketing Mix (Market Analysis) 5. Promotional Methods 6. Conduct An Analysis Of The Competitive Environment 7. Build A SWOT Analysis 8. Use Porter's 5 Forces Model To Identify Competitive Market Threats	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*
V	**Operational Strategy**	1. How do resources help the entrepreneur? 2. Why are there different business structures? 3. Legal, Ethical, & Social Obligations 4. Hire and Manage a Staff /Team 5. Choose Your Location, Set Up and Registering for Business 6. Intellectual Property And Legal Aspects **(***How are you going to make money with your invention? Who will pay for it? How can you protect your invention?)*	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*
VI	**Financing Your New Business (Startup Company)**	1. Financial Basics 2. Financial Strategy 3. Fixed & Variable Cost 4. The Cost of Business Operation 5. Types of Revenues & Expenses 6. Operating, Sales and Capital Expenses	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*

VII	Online Session	Review for Mid Test	
		Mid Exam	
VIII	**Social Entrepreneurship 101**	1. The field of social entrepreneurship 2. Social innovation and social entrepreneurship 3. Describe social entrepreneurship and characteristics of social entrepreneurs 4. The situations, resources and business structures used by social entrepreneurs 5. How to identity an opportunity 6. How to start and manage a social enterprise	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*
IX	**Entrepreneurial Leadership 1** (Definition of Entrepreneurial Leader)	1. What is entrepreneurial leadership? 2. Comparison between management and leadership 3. Entrepreneurial leadership in diverse contexts: social, family business, and sustainable entrepreneurship 4. Paradigm-Shifting for 21st Century Leadership 5. Leadership Myths & Realities – 6. The Leadership Challenge	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*
X	**Entrepreneurial Leadership 2** (Leadership and Opportunity)	1. Profiles of successful business entrepreneurs 2. The basic knowledge of leadership culture and behaviour 3. Theories of leadership styles 4. Challenges for entrepreneurial leadership in organisation	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Interactive game activities, Assigned Reading/text & Multimedia Content*
XI	**Entrepreneurial Leadership 3** (Leadership & Managing Team/People)	1. Entrepreneurial culture and leadership 2. Strategic and diverse leadership in a small business 3. Developing entrepreneurial leadership skills	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Assigned & Multimedia Content*

		4. Leadership, Networking and Collaboration (Foster Collaboration) 5. Courage and moral leadership	
XII	**Entrepreneurial Leadership 4** (Leadership & Innovation)	1. Leadership toward creation and innovation (Innovation and creativity in entrepreneurial company / organizations) 2. Leading with Innovation, What Todays' Leaders Need to Know 3. Leading the entrepreneurial process: opportunity recognition, evaluation and assessment 4. Search for opportunities, experiment and take risks	Lecturer's Presentation, Q & A, Discussions *Individual student activities, Student group activities, Assigned & Multimedia Content.*
XIII	**Pitch Workshop & Develop a Business Plan**	1. Element of Pitch Deck Presentation 2. The Value of Stories : Business Plan Presentation	Lecturer's Presentation, Q & A, Discussions
XIV	Online Session	Review for Final Test	
Final Exam			

Main References:

Book Material:

1. The Nature of Leadership. Third Edition (2018), John Antonakis & David V. Day
2. Entrepreneurship, Tenth Edition (McGraw Hills, 2017), Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd
3. Entrepreneurship_ Theory, Process, and Practice (2016), Howard Frederick, et al.
4. Entrepreneurship, A Very Short Introduction (2013), Paul West Head & Mike Wright
5. Introduction to Social Entrepreneurship (2016), Teresa Chahine
6. The Oxford Handbook of Creativity, Innovation, and Entrepreneurship (2015), Christina E. Shalley, Michael A. Hitt, and Jing Zhou
7. Entrepreneurial Innovation and Leadership (2018), Nancy Richter, Paul Jackson & Thomas Schildhauer
8. Inside the Mind of the Entrepreneur : Cognition, Personality Traits, Intention, and Gender Behavior (2018), Ana Tur Porcar & Domingo Ribeiro Soriano

Suplementary (Recommended) Resources:

1. "Creativity: A Key Link to Entrepreneurial Behavior," Ko (HBS BH244) "How Pixar Fosters Collective Creativity, (HBR reprint R0809D) Fast Company article: "The 6 Myths of Creativity" - - - See: http://www.fastcompany.com/magazine/89/creativity.html

2. Readings and Materials: Case: Tesla Motors (watch online video before class) “Design Thinking,” Tim Brown, IDEO (HBR reprint R0806E) Watch “The Deep Dive” at: - http://www.youtube.com/watch?v=z6z-3ejvvGE (part 1) - http://www.youtube.com/watch?v=THz6kbcgw9E&NR=1 (part 2) - http://www.youtube.com/watch?v=qTf18QAEkcY&NR=1 (part 3) Jack’s Notebook – Fraley – finish reading book
3. “The Global Entrepreneur” Isenberg (HBR reprint R0812J) Videos: “The World Is Flat” and “World is Flat 3.0” (Thomas Friedman) - View: http://mitworld.mit.edu/video/266 (75 minutes) - View: http://mitworld.mit.edu/video/519 (48 minutes)
4. The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career by Reid Hoffman and Ben Casnocha, Crown Busines
5. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown, Harper Business
6. Stanford's Kai Kight (BS ME 2014) (video) : https://www.youtube.com/watch?v=jDpg_l5Y89w
7. TED Talks: Meg Jay - Why 30 is not the new 20 (video) : https://www.ted.com/talks/meg_jay_why_30_is_not_the_new_20?language=en#t-49845
8. TED Talk: Emilie Wapnick - Why some of us don't have one true calling (video) : https://www.ted.com/talks/emilie_wapnick_why_some_of_us_don_t_have_one_true_calling
9. Lady Gaga and the Life of Passion by David Brooks, New York Times : https://www.nytimes.com/2015/10/23/opinion/lady-gaga-and-the-life-of-passion.html?emc=eta1&_r=1
10. Being Young and Making An Impact : https://www.ted.com/talks/natalie_warne_being_young_and_making_an_impact
11. "From Inspiration to Implementation" by Tina Seelig.: https://medium.com/@tseelig/inventure-cycle-e89579b328da
12. "Product/Market Fit" by Marc Andreessen. : https://a16z.com/2017/02/18/12-things-about-product-market-fit/

Website:

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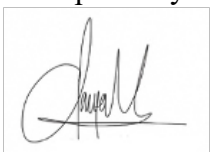
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