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

Business Faculty
Subject Syllabus

Subject Code	: EL05
Subject Title	: Creative Entrepreneurship
Subject Specification	: To be implemented for students in Business Facult

Subject Overview :

Future entrepreneurs should understand how to utilize the right skills and knowledge such as creation and exploitation of creative or intellectual capital. It is as their driven force to be incorporated into their existing business model or on how they create product/services that are more creative, innovative, and outstanding in the eye of the market

The creative entrepreneur is the type of entrepreneur concerned with the creation and exploitation of creative or intellectual capital. He or she is an investor in his or her talent, but also in that of others.

Course Objectives :

1. Understand the creativity concept in Entrepreneurship
2. Understand how to solve problems, manage change
3. Understand how to deliver innovation using the Creative Problem Solving framework

Course method :

1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes:

1. Knowledge:
   Understand about the creativity in industries and knowledge to utilize the right skills according to principle of creativity

2. Skills:
   Able to implement the knowledge into business management and business field

3. Attitude:
   Enthusiasm, commitment, innovative, and confident

Course content :

This course will be delivered in 16 sessions as follows:

Week	Topic
1	What are innovation and entrepreneurship?
2	Ideas, opportunities and creativity
3	Your Big Idea Journey; Section 1
4	Your Big Idea Journey; Section 2
5	Your Big Idea Journey; Section 3
6	Your Big Idea Journey; Section 4
7	Review for mid test
8	**Mid Term Examination**
9	What is it sharing in Business?
10	The Next Step is…?
11	How to determine product market fit in your industry…?
12	How Creativity (Innovation) contributes to business sustainability..?
13	Mentality to handle business creatively
14	Creative Leadership
15	Review for final test
16	**Final Examination**

Grading System

Course Evaluation :

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

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR 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:

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
1	Creativity in Entrepreneurship (A Journal Article of Milohnić, I., Madžar, D. 2017. IMPORTANCE OF CREATIVITY IN ENTREPRENEURSHIP)	Concept of creativity in Entrepreneurship.	Lecturing
2	Ideas, opportunities and creativity (Kennard, M. 2021. Innovation and Entrepreneurship, p. 13-15)	A critical difference between waiting for ideas to happen and utilizing a systematic process for generating ideas	Lecturing and discussion
3	Your big Idea Journey: Section 1 Identifying problems, needs, wants and questions (Sanders, S. 2020. Your Next Big Idea)	1. identifying problems 2. identifying needs and wants 3. asking questions 4. Why? 5. the why 3x rules 6. What inspired that?	lecturing and group project
4	Section 2 Erasing Stigma (Sanders, S. 2020. Your Next Big Idea)	1. Defining stigma 2. Finding and Erasing stigmas in practice 3. erasing stigmas through play 4. stigma strategies 5. challenging the status quo	lecturing and group project
5	Section 3 Creating Solutions (Sanders, S. 2020. Your Next Big Idea)	1. There's no such thing as crazy idea 2. Brainstorming and mindmapping 3. Selecting solutions 4. Combining Solutions	lecturing and simulation in doing brainstorming and mindmapping per group, some group based on the business they already have, some based on the idea that they already have before COURSEWORK 1

6	Section 4 Feasibility Check (Sanders, S. 2020. Your Next Big Idea)	I. Personal idea feasibility check II. Business Idea feasibility check	lecturing and discussion
7	**Review before midtest**		
8	**Mid Term Examination**		
9	The next step is….? (Sanders, S. 2020. Your Next Big Idea)	1. Planning the solution 2. Hacking your brain 3. A Run-through of entire process 4. Make it happen	Lecturing and Discussion
10	How Creativity (Innovation) contributes to business sustainability..? (A Journal of Rassanjani, S., Herizal., Mukhrijal., Alqarni, W., Usman, B. 2021. Managing Creativity and Innovation in the 4th Industrial Revolution: Learning from Giants)	1. How if companies (brand) failed to implement creativity (innovation) 2. Relationship between creativity(innovation) and technology S-curve	lecturing and discussion (based on study case from the Journal Article)
11	How to determine product market fit in your industry…? (A article of Dennehy, D., Kasraian, L., O'Raghallaigh, P., Conboy, K. 2016. Product Market Fit Framework for Lean Product Development) (Olsen, D., Susel, E. 2017. A Playbook for Achieving Product - Market Fit)	1. Determine your target customer 2. Identify underserved customer needs	COURESWORK 2: based on the playbook (reference)
12	How to determine product market fit in your industry…? (part 2) (A article of Dennehy, D., Kasraian, L., O'Raghallaigh, P., Conboy, K. 2016. Product Market Fit Framework for Lean Product	3. Define your value proposition 4. Specify your MVP feature set	

	Development) (Olsen, D., Susel, E. 2017. A Playbook for Achieving Product - Market Fit)		
13	How to determine product market fit in your industry…? (Part 3) (A article of Dennehy, D., Kasraian, L., O'Raghallaigh, P., Conboy, K. 2016. Product Market Fit Framework for Lean Product Development) (Olsen, D., Susel, E. 2017. A Playbook for Achieving Product - Market Fit)	5. Create your MVP Prototype 6. Test your MVP with customers	COURSEWORK 3: based on the playbook (reference)
14	Checking the progress of the testing MVP by lecturers		
15	Review before Final		
16	**Final Examination**		

Guidelines

Midterm Exam Guideline :

Submitting the report of session 1 - 7 based on the theory that they have learned. Each group should be able to give the reason of their inhibiting factors in doing their business.

Final Exam Guideline :

Submit the report based on the playbook for achieving product - marketing fit after do test the MVP of their product/service

References :

Book :

1. Sanders, S. 2020. Your Next Big Idea
2. Kennard, M. 2021. Innovation and Entrepreneurship, p. 13-15
3. Olsen, D., Susel, E. 2017. A Playbook for Achieving Product - Market Fit

Journal:

1. Milohnić, I., Madžar, D. 2017. IMPORTANCE OF CREATIVITY IN ENTREPRENEURSHIP
2. Rassanjani, S., Herizal., Mukhrijal., Alqarni, W., Usman, B. 2021. Managing Creativity and Innovation in the 4th Industrial Revolution: Learning from Giants
3. Dennehy, D., Kasraian, L., O'Raghallaigh, P., Conboy, K. 2016. Product Market Fit Framework for Lean Product Development

Prepared by:	Checked by :
Cyntia Keliat, S.I.Kom., MM.	**Cyntia Keliat, S.I.Kom., MM.** Head of Management Study Programme
Reviewed by :	Approved by :
Yuliana R. Prasetyawati, MM. Dean of Business Faculty	**Dr. Janette Maria Pinariya** Vice Rector