Department of Business Faculty

Subject Syllabus

Subject Code : EL01

Subject Title : Entrepreneurship Management

Subject Specification : for Business Faculty students

Subject Overview :

In this class, students learn the meticulous knowledge to run a business from the developing process, running, and legal and ethical issues of business. Students will also learn to describes the basic forms of small business/ startup ownership and identify the necessary financial competencies needed by the entrepreneur through showcasing their business.

Course Objectives :

Learn the details knowledge on how to run a business, how to describes, and identifies the necessary entrepreneurial competencies, especially for early stages.

Course Method : interactive lectures, problem-solving discussions, case studies and guest lectures.

Learning Outcome (Competence) :

- Knowledge :
- Students learn the details knowledge from the smallest and simple parts to complex one on how to run a business.
- Student learn on how to describes the basic form of small business/ startup ownership and can identifies the necessary financial competencies for their businesses skill.

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  Able to implement the knowledge into business management and business field.
- Attitude :

  Enthusiasm, confident, and commited to the study.

Course content :

Week	Topic
1	Introduction to Entrepreneurship Management
2	Entrepreneurship Today and How to Seize It
3	How To Define Problem Into Solution and Makes It As Your Value Proposition
4	Short Business Profile Presentation
5	Short Business Profile Presentation (2)
6	How To Develop Innovation for Your Business
7	Review for mid test & Business Launching Objectives
Mid Examination	
8	Understanding Keys Element and how to Utilize into your Business
9	Developing Business Launching Strategies 1
10	Developing Business Launching Strategies 2.
11	Business Launching Presentation Preparation
12	Business Launching Presentation 1
13	Business Launching Presentation 2
14	Business Launching Presentation 3
Final Examination	

Course Evaluation :

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 the 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
6.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	Introduction to Entrepreneurship Management	- Understanding the basic entrepreneurship management for business in early stages. - Understand the importance of learning through showcase in business.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
II	Entrepreneurship Today	- Understanding the trend in entrepreneurship industries today and how to utilize it into their business.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
III	The Nature of Entrepreneur and Entrepreneurial Behavior	- Understand the type behavior for entrepreneur that leads to success in business management.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
IV	Business Showcase Draft 1	- Brainstorming the business showcase draft	1. Class discussion
V	Understanding Barrier in Business and How To Overcome It	1. Learn how to overcome the barrier in business through the right strategies and management.	2. Lecturer's presentation 3. Class discussion 4. Question and answer 5. Case Study
VI	Developing Business Growth	1. Learn how to develop the right business growth strategies for their business.	2. Lecturer's presentation 3. Class discussion 4. Question and answer 5. Case Study

VII	Business Showcase Draft 2	1. Review for Mid Test 2. Present their business showcase draft ideas	3. Lecturer's presentation 4. Class discussion 5. Student presentation
Midtest			
VIII	Business Showcase Presentation 1	Present and develop their business showcase ideas	1. Student presentation
IX	Business Showcase Presentation 2	Present and develop their business showcase ideas	1. Student presentation
X	Business Showcase Presentation 3	Present and develop their business showcase ideas	1. Student presentation
XI	Business Showcase Coordination 1	Coordinate on how to run the showcase	1. Student presentation
XII	Business Showcase Coordination 2	Coordinate on how to run the showcase	1. Student presentation
XIII	Business Showcase Coordination 3	Coordinate on how to run the showcase	1. Student presentation
XIV	Event Day	Event day	
Finaltest			

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Present the business results in form of showcase

References **:**

Casadesus-Masanell R. & Heilbron J. (2015). The Business Model: Nature and Benefits. Harvard Business School Working Paper.

Chesbrough, H. & Rosenbloom, R., S. (2002). The Role of the Business Model in Capturing Value from Innovation: Evidence from Xerox Corporation's Technology Spin-Off Companies. Industrial and Corporate Change, 11(3), 529 – 555

Nielsen, C. & Lund, M. (2013). The Basic of Business Models. Copenhagen: BookBoon.com

Osterwalder, A. & Pigneur, Y. (2010), Business Model Generation, New Jersey: John Wiley & Sons.

Pokorna, J., Balcarova, T., Pilar, L. & Sergeeva, I. (2015). Value Proposition Canvas: Identification of Pains, Gains and Customers Jobs at Farmer' Markets. Agris on-line Papers in Economics and Informatics, 4(7),123-130.

Spencer, B. (2013). Business Model Design and Learning : A Strategic Guide. New York: Business Expert Press.

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