Department of Business Faculty

Subject Syllabus

Subject Code:	EL08
Subject Title:	Entrepreneurship Mentoring
Subject Specification:	For Faculty of Business students
Subject Overview:	To provide entrepreneurship mentoring 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, 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 entrepreneurship mentoring takeaways into business matching situation and the business industry.
Course Method:	Interactive lectures, problem-solving discussions, and hands-on learning.
Learning Outcome (Competence):	Knowledge: Students to understand the importance of running a business. Skill: Students to implement the takeaways into their business ventures. Attitude: Enthusiastic, committed, innovative, and confident.

Course content:

Session	Topic
1	Introduction and Course Overview
2	Entrepreneurship Mentoring: Situation Analysis
3	Entrepreneurship Mentoring: Business Traction
4	Report Update Coursework 1
5	Entrepreneurship Mentoring: Network Building
6	Entrepreneurship 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 50 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	Entrepreneurship Mentoring: Situation Analysis	• SWOT • PESTEL analysis • Porter's Five Forces • 5C analysis • VRIO analysis	Lectured presentation. Problem-solving discussions.
3	Entrepreneurship 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	Entrepreneurship Mentoring: Network Building	• Communication • Active Listening • Public Speaking • Social Skill • Networking Goals	Lectured presentation. Problem-solving discussions.
6	Entrepreneurship Mentoring: Business Development	• Investment • Innovation • Marketing • Planning • Analysis • Strategy Preparation of Coursework 2 Business Report through PowerPoint, covering:	Lectured presentation. Problem-solving discussions.

		• Session 5 Network Building • Session 6 Business Development	
7	Report Update Coursework 2	Students present Coursework 2 Business Report Discussion and Case Study	Students' presentation. Problem-solving discussions.
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	Lectured presentation. Problem-solving discussions.

		• Budget for Business Matching • Sponsorship for Business Matching	
12	Report Update Coursework 4 and Business Matching: Building Network	Students provide report of Coursework 4 Business Report Building key network for Business Matching • Investors and Potential Market	Lectured presentation. Problem-solving discussions.
13	Business Matching: Preparation (Suppliers and Services)	Students contact suppliers and additional services.	Hands-on learning
14	Business Matching: Preparation (Networking)	Students contacts 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:

Proposed Date: 11 May 2023

5 minutes PowerPoint presentation per business group covering areas on:

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

Final Examination Guideline:

Proposed Date: 21 July 2023

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:

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Greene, R., & Elffers, J. (2007, December 14). *The 33 Strategies of War*. Penguin Books. https://doi.org/10.1604/9780143112785

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Klaff, O. (2011, February 16). *Pitch Anything: an Innovative Method for Presenting, Persuading, and Winning the Deal*.

Fisher, R., Ury, W. L., & Patton, B. (2011, May 3). *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin Books.

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