Business Faculty

Subject Syllabus

Subject Code : EL10

Subject Title : Entrepreneurship & Small Business Feasibility

Subject Specification : for Business Faculty students

Subject Overview :

To emphasize practical applications in analyzing, creating, and evaluating the feasibility of business development from existing business.

Course Objectives :

Understand how to apply analysis, creation, and evaluation of the feasibility for business development from existing business.

Course Method :

Interactive lectures, problem-solving discussions, case studies and guest lectures.

Learning Outcome (Competence) :

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

Attitude: Enthusiasm, commitment, innovative, and confident.

Knowledge: Able to implement the various implementation for business feasibility from business development strategies, marketing plan, financial plans, to legal strategies.

Course content :

Week	Topic
1	Stage 1. Business Development
2	Stage 2. Business Development Assessment
3	Stage 3. Financial Projection Plan
4	Stage 4. Financial Projection Plan Assessment
5	Stage 5. Marketing Campaign

6	Stage 6. Marketing Campaign Assessment
7	Legal Proven Session
Mid Examination	
9	Minimum Viable Product (Mock-Up)
10	Negotiation Skills Implementation & Risk Mitigation Management
11	Feasibility Review
12	Assignment Simulation
13	International Examination Alignment
14	Pre-Submission Session
15	Submission Review Session
Final Examination	

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

Course Evaluation :

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

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final exam in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	Stage 1. Business Development	- Understand how to develop their business further and find the core problems from their business.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

II	Stage 2. Business Development Assessment	- Students bring the draft for their business development proposal (Using TOWS, STP, and BMC)	1. Class presentation 2. Class discussion 3. Question and answer
III	Stage 3. Financial Projection Plan	- Understand how to compose better financial plan and projection for their new business development	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
IV	Stage 4. Financial Projection Plan Assessment	- Students bring the draft for their financial projection plan	1. Class presentation 2. Class discussion 3. Question and answer
V	Stage 5. Marketing Campaign	- Understand how to develop compelling marketing campaign for their business development	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
VI	Stage 6. Marketing Campaign Assessment	- Students bring the draft for their new marketing campaign (using implementation from Integrated Marketing Communication)	1. Class presentation 2. Class discussion 3. Question and answer
VII	Legal Proven	Big class (guest lecturer session) regarding patent and others company legal	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
Midtest	Paper draft Submission	Students submits the draft paper from session 1 - 7	
IX	Minimum Viable Product (Mock-Up)	Present and brings their product mock-up using the MVP as guideline	1. Class presentation 2. Class discussion 3. Question and answer
X	Negotiation Skills Implementation & Risk Mitigation Management	- Understand the negotiation skills and risk mitigation management to implement	- Lecturer's presentation - Class discussion

		for their business development plans	- Question and answer - Case Study
XI	Feasibility Review	Guest Lecturer session with international assessors to understand better what to achieve in examination	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
XI	Assignment Simulation	Guest Lecturer session with international assessors to simulates what they get in last session	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
XII	International Examination Alignment	Discussion session with lecturers to align what they get from the guest lecturers session	1. Class discussion
XIII	Pre-Submission Session	First submission session of the whole business development plan. Students can discuss with their lecturers regarding their plans	1. Student presentation
XIV	Submission Review Session	Second submission session of the whole business development plan. Students can discuss with their lecturers regarding their plans	1. Student presentation
Finaltest	**Final Exam**	**Presentation in front of international assessors**	

Midterm Exam Guideline **:** Written Examination in form of paper consist of what they make since week 1 – week 6 (business development assessment, marketing plan assessment, financial plan assessment, legal proven).

Final Exam Guideline **:** Present the business plans for their business development in front of international assessors,

References **:**

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Prepared by:	Checked by :
Sandy Adithia, S.Sn. M.A.B.	**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