Department of Communication
Subject Syllabus

Subject Code : IKB01

Subject Title : The Basics of Entrepreneurship

Subject Specification : For students in Communication and Business Faculty

Subject Overview : Nowadays being in a global world where all people compete to get employment in certain companies or organizations, we need to be aware that not each of us has the chances to obtain that job. In addition, more and more university students are graduating each year, which means the effort to get an employment is becoming more challenging as the vacancy for employment is limited. Under this situation, entrepreneurship takes an important role to anticipate the current occurrence. Through this subject, students are taught that being an entrepreneur is an opportunity for a personally and financially rewarding endeavor, a change "to battle the world", to control one's destiny, to grow as an individual, and more importantly giving others the opportunity of employment.

Course Objectives :
By the end of the course, the students are expected to:

- Demonstrate an understanding of the basic concepts of being an entrepreneur, and to pay attention to significant points to consider in becoming a successful entrepreneur.
- Demonstrate an understanding of the importance of entrepreneurship towards oneself and others.
- Demonstrate an understanding of each particular point that needs to be considered when opening a new business.
- Demonstrate an understanding on how to make a thoughtful and thorough business plan before opening a new business, one that will determine whether business is going to succeed or facing a failure.
- Demonstrate an understanding of the importance of careful budget forecasting to determine cost and profit for certain products or services, to calculate capital needed to start up a new business.

Course Method : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

Learning Outcome (Competence) :

- Knowledge : Understand how to make a thoughtful and thorough business plan before opening a new business, one that will determine whether the business is going to succeed or face failure

- Skill : Able to to start, manage, and grow a business successfully
- Attitude : resilience, perseverance, creativity, passion, initiative, self-confidence, risk-taking willingness, and openness to learning

Course content :

Week	Topic
1	The Nature Of Entrepreneurship
	Screening Your Business Idea
2	A Business Plan – What It Is And Why One Is Essential
	Step In The Planning Process
3	Evaluating A Location
	Analyze Your Competition
4	Articulate Your Personal Objectives
	Business Strategies And Tactics
5	Strategic Consideration Marketing
	Developed Forecast And Budget
6	Projection And Forecast Estimation
	Write The Business Plan
7	Finalizing Your Business Plan
	Review For Final
Final Examination	

Grading System :

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

Course Evaluation :

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

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Sesion Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers 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
1	**The Nature Of Entrepreneurship**	1. Pitfalls of Operating your own business 2. What can be done about these Pitfalls	Lecturing, Discussion, Question & Answer
	Screening Your Business Idea	1. Generate a Number of New Product/Service Ideas 2. Ask Yourself Thought Questions About Each Idea 3. Conduct Some Exploratory Research to Test the Water	Lecturing, Discussion, Question & Answer
2	**A Business Plan – What It Is And Why One Is Essential**	1. Introduction to Concept – What is a business Plan 2. Why Plan 3. Avoid Excuses	Lecturing, Discussion, Question & Answer
	Step In The Planning Process	1. Introduction Concept of 8 Step to a Better Business Plan 2. Conduct a Situation Analysis 3. Customer/Product Analysis	Lecturing, Discussion, Question & Answer
3	**Evaluating A Location**	1. Introduction Concept of Evaluating a Location	Lecturing, Discussion, Question & Answer
	Analyze Your Competition	1. Introduction Concept of Analyze Your Competitive	Lecturing, Discussion, Question & Answer
4	**Articulate Your Personal Objectives**	1. Introduction Concept 2. Define the Business 3. Identify Your Business Objectives	Quiz, Discussion, Question & Answer
	Business Strategies And Tactics	1. Introduction Concept 2. Evaluating Franchise Opportunities 3. Investigate Above Questions 4. What a Manager or an Owner Should Know	Lecturing, Discussion, Question & Answer

5	**Strategic Consideration Marketing**	1. Marketing Activities 2. Examples of Common Distribution Channels 3. Manufacturer and Middlemen – A Perfect Working Relationship.	Lecturing, Discussion, Question & Answer
	Developed Forecast And Budget	1. Sales Forecasting 2. Profitability Forecasting 3. Costing 4. Exercise	Lecturing, Discussion, Question & Answer
6	**Projection And Forecast Estimation**	1. Start-up Cost	Lecturing, Discussion, Question & Answer
	Write The Business Plan	1. Sample Business Plan Outline	Lecturing, Discussion, Question & Answer
7	**Finalizing Your Business Plan**	1. Introduction Concept – Start up Periode 2. What Kind of Money	Lecturing, Discussion, Question & Answer
	Review For Final		Discussion, Question & Answer
Final Exam			

DISCLAIMER:
This syllabus should not be construed as a binding contract between the instructor and the students. The instructor reserves the right to change any aspect of the course.

Academic Integrity: All persons shall adhere to the Code of Student Conduct regarding academic dishonesty, including acts of cheating and plagiarism.

Cheating. The willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, using someone else's work or written assignments as if they were your own, or any other dishonest means of attempting to fulfill a requirement of this course.

Plagiarism. The use of an author's words or ideas as if they were your own without giving proper credit to the source, including but not limited to failure to acknowledge a direct quotation. Exact wording from a source must be identified by quotation marks and citation of the author. Concepts and ideas from sources should also be identified by citation of the author.

Final Assessment Guideline **:** Paper examination

References **:**

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