



## MANAGING ENTREPRENEURSHIP IN EMERGING ECONOMIES

BIP 1025

**GRADUATE PROGRAM**

**5 ECTS**

### **COURSE DESCRIPTION**

In emerging economies, where aspiring entrepreneurs may have more modest ambitions, entrepreneurship interventions are needed to address limitations in the understanding of how entrepreneurs use their attributes and capabilities in concert with networks (or other mechanisms) to overcome macro-level institutional and economic barriers and initiate new businesses. Opportunity alone does not result in entrepreneurship. Individuals need to feel motivated to take optimum advantage of opportunity and ability. The extent to which they do it, will reflect their belief that being an entrepreneur, irrespective of whether one is successful or not, is socially valued. The conviction that success will not be resented or failure stigmatized is fundamental.

A large section of masses from developing countries are oblivious of Entrepreneurship and its benefits. Young generation after passing their initial phases of education are still running to get admissions in those courses or programs which would ensure jobs in government or private sector or multinational companies etc. Even after completing education only a handful of youngsters prefer to opt for entrepreneurship as their career. A general perception that those who could not perform well in other careers normally choose business career creates more disinterest in entrepreneurship. Business is thus a last resort for them.

Therefore, there is a need, for focused strategies and interventions in education specifically designed to create and expand the resource base of faculty in entrepreneurship. As entrepreneurship is an applied discipline, even the teaching pedagogy needs to be different from management or traditional education. Having pioneered entrepreneurship education and development, capacity building and institutionalization of entrepreneurship in Indonesia and several other countries, Entrepreneurship and Career Development Center (ECDC) of Udayana University is keen to share the rich experiences with policy makers, administrators, development professionals, practitioners, early stage entrepreneurs, faculty members of developing countries to enhance entrepreneurial mind sets.

### **OBJECTIVES:**

- To enable participants to formulate customized and need based entrepreneurship education policies, strategies and programs in the country.
- To enable participants to create resilient and competent early-stage entrepreneurs, groom family business successors, women entrepreneurs and nurture intrapreneurs.
- To guide them to initiate and conduct programs on entrepreneurship successfully to create



conducive environment for entrepreneurship in the country.

- To conduct need based research and evaluation studies in the domain of entrepreneurship development and entrepreneurship education.
- To enable participants to open-up Entrepreneurship Development Cells to create awareness on entrepreneurship in the country
- To guide participants to develop business incubators in the institutions to support students in developing bankable business plans and start-ups.

### TEACHING METHODS

The course includes lectures, assignments, case studies, group assignment and exams.

### ASSESSMENT METHODS:

Assignments and discussion: **30%**  
Middle Semester Test: **30%**  
Final Semester Test: **40%**

### REFERENCES

- Enterprising Ideas, What is Social Entrepreneurship, PBS Foundation.  
<http://www.pbs.org/now/enterprisingideas/what-is.html>
- Abu Saifan, S. 2012. Social Entrepreneurship: Definition and Boundaries, "Technology Innovation Management Review". <https://timreview.ca/article/523>
- The Power of Unreasonable People. <http://www.economist.com/media/pdf/power-of-unreasonable-people-elkington-e.pdf>
- The 10 Greatest Social Entrepreneurs of All Time  
<https://www.onlinecollege.org/2012/06/26/the-10greatest-social-entrepreneurs-all-time/>
- Social Entrepreneurship: The Case for Definition  
[https://ssir.org/articles/entry/social\\_entrepreneurship\\_the\\_case\\_for\\_definition#](https://ssir.org/articles/entry/social_entrepreneurship_the_case_for_definition#)
- Business Model Canvas by Alex Osterwalder  
<http://strategyzer.com/>
- The 20 Minute Business Plan: Business Model Canvas Made Easy  
[https://www.alexandercowan.com/business-model-canvas-templates/#Step7\\_7\\_of\\_10\\_Key\\_Resources](https://www.alexandercowan.com/business-model-canvas-templates/#Step7_7_of_10_Key_Resources)
- How to choose proper Business Model for Social Enterprise  
<http://socialinnovation.lv/wp-content/uploads/2015/07/Business-model-webam-small.pdf>
- Etc.



**LECTURERS:**

IG. Bagus Sastrawan Mananda SST, Par., MM., M.Par

**LECTURE TOPICS**

<b>Week</b>	<b>Topics</b>
<b>1</b>	Introduction to Entrepreneurship in emerging economies
<b>2</b>	Global economic framework/markets
<b>3</b>	Managing business strategies and sustainability
<b>4</b>	Managing new ventures for global growth
<b>5</b>	Business Ethics and social responsibility
<b>6</b>	Socio/Ecopreneurship
<b>7</b>	Start-ups and franchises in emerging markets
<b>8</b>	<b>MIDTERM EXAM</b>
<b>9</b>	Entrepreneurial success stories (UNUD students)
<b>10</b>	Management control in volatile markets
<b>11</b>	Microeconomics of competitiveness
<b>12</b>	Entrepreneurial responsibility
<b>13</b>	Sustainable transition and business
<b>14</b>	Sustainable consumption and marketing
<b>15</b>	Presentation of Group Assignment
<b>16</b>	<b>FINAL EXAM</b>

**WORKLOAD**



MANAGING ENTREPRENEURSHIP IN EMERGING ECONOMIES (BIP1025)

16 weeks

		Weeks per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments		2	2	2	2	2	2		2	2	2	2	2	2	2		26
	Workshops				4													4
	Exam preparation							5								5		10
	Company visits, excursions										4							4
	Preparation for presentations and papers			2						2								4
	Preparation for class		2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	28
	Follow-up for class		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	15
	Final essay paper																10	10
	Course evaluation																2	2
	Workshop and Excursion Paper					2					2							4
																	<b>107</b>	
HRS OF EXAMS									2							2	<b>4</b>	
MANDATORY CLASS	Class Weekly hrs ~2	2	2	2	2	2	2	2		2	2	2	2	2	2	2	<b>28</b>	
		<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>																<b>139</b>
		<b>TOTAL ECTS</b>																<b>5</b>

Udayana University reserves the right to changes.

The syllabus is introductory and the latest version will be distributed in the beginning of the lectures.

Holiday schedules may vary depending on the public holidays.