



**COURSE  
SYLLABUS**

**WARMADDEWA UNIVERSITY**

**BUSINESS FOUNDATIONS IN  
A CHANGING WORLD**

BBF33M02

International Program



## BUSINESS FOUNDATIONS IN A CHANGING WORLD

### Graduate Course

5 ECTS

#### **COURSE DESCRIPTION**

This course is designed to give you the terminology, concepts and frameworks necessary to understand businesses in a changing world, to unpack their constituent parts, and to build your own tool-kit for strategy and decision-making. This course introduces basic concepts and frameworks that can be applied across markets, at all levels of business. Core value propositions, pitches and hacks, social media skills, competition and macro environmental tools are all discussed during the course through real-life stories and experiences.

#### **OBJECTIVES**

By the end of this course students should know:

- How to break a company down to its main components and activities.
- What are the current industry trends?
- The basics of industry competitive dynamics.
- How different business functions work and integrate.

#### **LECTURING METHOD**

The course will be presented in the form of lecture activities, classroom assignments and discussions, case studies, special topic presentation, and homework. Students will be working primarily on the basis of real-life stories, though additional materials can be assigned from time to time. In order to understand the topics covered in this course it is crucial that students read the supplied online material before class sessions to be able to contribute thoughtfully to the class discussions and exercises. To fulfil the graduate level course requirements, an added research component is to be conducted through an assignment or a field study.

#### **ACADEMIC RESEARCH**

This course includes an academic research paper which must be completed during your semester. It will be based on a topic given by the lecturer and require comprehensive research by the student. This paper will consist of a methodological analysis of the latest literature and be handed in at the end of the semester. The academic research will be included in the final course grade.

#### **ASSESSMENT METHOD**

Class attendance 10 %,  
Class participation and assignments 30 %,  
Mid-term exam 30 %,  
Final exam 30 %

## LECTURERS

Dr. Ni Luh Putu Indiani,  
S.E., M.M. Ni Kd Sioaji Yamayanti,  
S.E., MBA and guest lecturers

## LECTURE TOPICS

Week	Lecture Topics
1	Introduction to Business Foundations
2	How to Make your Business Go Viral?
3	How to build your Business and take Advantage of it?
4	Developing an efficient Work Environment for Remote Workers
5	All you Need to Know about Cultural Impact on Business & Vice Versa
6	21 <sup>st</sup> Century Sustainable Business and Environmental Goals
<b>7</b>	<b>Mid-Term Exam</b>
8	How to Build a Killer Pitch Deck: Tips, Process and Hacks
9	How to Raise Money – Start Up Fundraising 101
10	How to Master Social Media: Share your Passion to Attract Customers
11	Get Ready, Get Funded, Lunch: Pitch Strategies That Investors say Yes to
12	Successful E-Commerce Business
<b>13</b>	<b>Group Assignment Presentation</b>
<b>14</b>	<b>Final Exam</b>

## WORKLOAD

BUSINESS FOUNDATIONS IN A CHANGING WORLD (MASTER)

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		24
	Workshops					4											4
	Exam preparation						9								10		19
	Company visits, excursions											4					4
	Preparation for presentations and papers	1	1	1	1	1	1			1	1	1	1	1	1		12
	Preparation for class	2	2	2	2	2	2			2	2	2	2	2	2		24
	Follow-up for class	1	1	1	1	1	1			1	1	1	1	1	1		12
	Final essay paper															10	10
	Academic Research															20	20
	Course evaluation															2	2
	Workshops and Excursion Paper						2					2				4	
																	<b>135</b>
HRS OF EXAMS									2							2	4
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~2	2	2	2	2	2	2	2		2	2	2	2	2	2		26
	<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>																<b>165</b>
	<b>TOTAL ECTS</b>																<b>5</b>