



**COURSE
SYLLABUS**

WARMADDEWA UNIVERSITY ENTREPRENEURSHIP FOR GLOBAL CHALLENGES

BBF33M03

International Program



ENTREPRENEURSHIP FOR GLOBAL CHALLENGES

Graduate Course

5 ECTS

COURSE DESCRIPTION

This course will introduce you to entrepreneurship for global challenges. You will get to know entrepreneurs and discover how they are working on innovation and entrepreneurship. You will learn what kind of global opportunities and obstacles entrepreneurs especially in emerging economies face when establishing their businesses and acquire a practical set of tools that will enable you to discover opportunities in your own environment and use them to make an actual change.

OBJECTIVES

By the end of this course, students should be able:

- Identify global challenges in emerging economies.
- Learn from experienced entrepreneurs' successes and failures.
- Think strategically about interactions with business partners, customers and government authorities.
- Think strategically about the internal management style and business culture.
- Understand opportunities for and barriers to socially responsible entrepreneurship.

LECTURING METHOD

The course will use lectures, discussion, and assignments. At the end of the course you will do an entrepreneurial case study to create a value proposition based on the things you've learned. 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 an 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 20 %
Academic research 20%
Final exam 20 %

LECTURERS

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

LECTURE TOPICS

Week	Topics
1	Introduction to Entrepreneurship for Global Challenges
2	Leading New Hospitality: Innovation and Social Impact
3	How to Build a High Performance Team
4	Growth Hacking: Achieving Tenfold Growth
5	Developing Successful Artificial Intelligence
6	Developing Successful Big Data & Analytics
7	Mid-Term Exam
8	How to Scale Your Product?
9	The Power of the Internet: Website and Social Media Masterclass
10	How to Run a Successful Facebook Ad Campaign on a Shoestring Budget?
11	Social Skills for Entrepreneurs and Managers
12	What's New in Cybersecurity and Utilizing Blockchains?
13	Case Study Presentation
14	Final Exam

WORKLOAD

ENTREPRENEURSHIP FOR GLOBAL CHALLENGES (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	
																	135	
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	2	26	
																	TOTAL WORKLOAD PER COURSE (HOURS)	165
																	TOTAL ECTS	5