



**COURSE
SYLLABUS**

WARMADDEWA UNIVERSITY

**THINKING & ACTING
LIKE AN ENTREPRENEUR**

BBF33M01

International Program



THINKING & ACTING LIKE AN ENTREPRENEUR

Graduate Course



COURSE DESCRIPTION

All of today's well-known companies got started the exact same way: as an idea within someone's head. While the idea itself is an important prerequisite for success, it was rather what these individuals did with it that enabled them to become the success that they are today. You can learn to think and act like these innovators too. This course provides detailed insights into idea finding, turn it into a real-life business and make it a commercial success.

OBJECTIVES

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

- What does it mean to be an entrepreneur?
- Whether entrepreneurs are born or made.
- How to find an idea for starting a business.
- Which ideas are worth developing into business plan?
- How to assemble the right team to get the ideas off the ground.
- How and when to revise business plans.
- What are the typical traps into which entrepreneurs fall at the start of their business?

LECTURING METHOD

You will be walked through real-life examples of the various stages of the entrepreneurial process to help you understand how it differs from that of established companies and how you can apply it for your own purposes. A series of homework exercises, tutorials and case studies will enable you to develop a perspective that goes beyond the theoretical scope to prepare you for actual situations. At the end of the course you will create a business plan as group work. 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 20 %,
Mid-term exam 20 %,
Academic research 20%,
Final project 30 %

LECTURERS

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

LECTURE TOPICS

| Week | Topics |
|------|---|
| 1. | Introduction to Thinking & Acting like an Entrepreneur |
| 2. | What does it actually mean to be an Entrepreneur? |
| 3. | Entrepreneurs: Born or Made? |
| 4. | Unlocking your Sales Performance |
| 5. | How to Find an Idea to Start a Business? |
| 6. | How to launch a Startup in 30 days - Lean Startup Concepts |
| 7. | Mid-Term Exam |
| 8. | What's your Entrepreneurial Style? |
| 9. | Assembling the Right Team to get the Business Idea off the Ground |
| 10. | Do I have to Stick to my Idea no matter what? |
| 11. | Core Questions for Successful Ideas |
| 12. | Typical Entrepreneurial Traps |
| 14. | Team Project |
| 15. | Team Project Presentation |

WORKLOAD

THINKING & ACTING LIKE AN ENTREPRENEUR (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 | 2 | | 24 | |
| | Workshops | | | 4 | | | | 4 | | | | | | | | | 8 | |
| | Exam preparation | | | | | | | 9 | | | | | | | | 10 | 19 | |
| | Company visits, excursions | | | | | | | | | | | | | | | | 0 | |
| | Preparation for presentations and papers | | | 2 | | 2 | | 2 | | | 2 | | 2 | | 2 | | 12 | |
| | Preparation for class | 2 | 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 | 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 | |

