



COURSE SYLLABUS

WARMADEWA UNIVERSITY

THINKING & ACTING LIKE
AN ENTREPRENEUR

BBF33M01

International Program



THINKING & ACTING LIKE AN ENTREPRENEUR

Graduate Course



COURSE DESCRIPTION

Today's well-known companies got started the same way: as an idea within someone's head. While the concept itself is a vital prerequisite for success, it was what these individuals did with it that enabled them to become the success they are today. You can learn to think and act like these innovators too. This course helps you find your idea, 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

The course will be presented in lecture activities, classroom assignments and discussions, case studies, special topic presentations, and homework. Students will be working primarily based on real-life stories, though additional materials can be assigned from time to time. To understand the topics covered in this course, students must read the supplied online material before class sessions to contribute thoughtfully to the class discussions and exercises.

ACADEMIC RESEARCH

This course includes an academic research paper that must be completed during your semester. It will be based on a topic given by the lecturer and requires comprehensive research by the student. This paper will consist of 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 %,
Final project 50 %

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 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
13.	Team Project
14.	Final Exam

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		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	26	
	TOTAL WORKLOAD PER COURSE (HOURS)																165	
	TOTAL ECTS																5	