

Entrepreneurship

Module name	Entrepreneurship	
Module level	Undergraduate	
Code	UV21012	
Courses (if applicable)	Entrepreneurship	
Semester	7	
Lecturer	Tri Lathif Mardi Suryanto, S.Kom., M.T. (PIC) UPN "Veteran" Jawa Timur Entrepreneurship Lecturer Team	
Language	Bahasa Indonesia and English	
Relation to curriculum	Undergraduate degree program; compulsory; 7th semester	
Type of teaching, contact hours	Lectures, < 60 students,	
Teaching Methods	discussion group, simulation, project-based learning, problem-based learning	
Workload	1. Lectures: 3 sks x 50 = 150 minutes (2 hours 30 minutes) per week. 2. Exercises and Assignments: 3 x 60 = 180 minutes (3 hours) per week. 3. Private study: 3 x 60 = 180 minutes (3 hours) per week	
Credit points	3 credit points (sks)	
Requirements according to the examination regulations	A student must have attended at least 80% of the lectures to sit in the exams.	
Mandatory prerequisites	-	
Courses description	This course covers the fundamental concepts of entrepreneurship, the process, functions, and models of entrepreneurship, ideas, opportunities, risks in starting a business, as well as its development models, business management, and entrepreneurial strategies. The core competencies include character, creativity, innovation, and competitive strategies in entrepreneurship, business analysis, feasibility studies, business ethics, and business plan development.	
Learning outcomes and their corresponding PLOs	After completing this module, a student is expected to:	
	C01 Students are capable of thinking innovatively and creatively.	PLO1
	C02 Students have the ability to choose and effectively employ resources.	PLO1
	C03 Students are capable of identifying needs and practicing lifelong and independent learning.	PLO1
	C04 Students are capable of effectively communicating scientifically regarding ideas, problems, and solutions orally.	PLO1
	C05 Students are capable of designing a business canvas within realistic constraints, including economic, environmental, social, political, ethical, health and safety aspects, production feasibility, and sustainability.	PLO1
	C06 Students are capable of understanding entrepreneurship-related matters or cases.	PLO1

	CO7 Students are able to design and assess the economic feasibility of their business.	PLO1
	CO8 Students are able to design packaging within realistic constraints and feasibility.	PLO1
	CO9 Students are able to prepare a business plan within realistic constraints, including economic, environmental, social, political, ethical, health and safety aspects, production feasibility, and sustainability	PLO1
Content	Presentation of the Syllabus and Learning Outcomes, New Entrepreneurial Needs in Indonesia, Meaning and Objectives of Entrepreneurship, Motivation for Achieving Dreams, Advantages and Disadvantages of Entrepreneurship, Steps to Start a Business; Entrepreneurship Characteristics and Motivation for Entrepreneurship; Identifying Business Opportunities, Selecting a Field of Business, and Developing Business Ideas; Concept of Risk, Types of Business Risks, Forms of Loss Due to Risks, and Risk Management, Business Canvas; The Role of Innovation and Creativity in Product and Service Development, Developing Superior Products and Services, Defining Superior Products and Managing Innovation; Understanding Communication and Its Components, Communication Objectives and Functions, Organizational Communication, Presentation Techniques; Understanding Leadership, Leadership Roles and Styles, Leadership Requirements, Formal and Informal Leaders; Definition of Business Entities, Types of Business Entities, Procedures for Establishing a Business Entity; Definitions and Functions of Marketing, Marketing Strategies, Marketing Mix, Selling Techniques; Business Funding and Resource Acquisition Activities, Evaluating and Controlling a Business, Cash Flow and Break-Even Point; Business Plan Framework, Formal Business Plan Formats, Business Plans for New Businesses and Business Expansion; Creating Business Plans for New Businesses and Business Expansion	
Media employed	LCD, whiteboard, websites, books (as references), online meeting, etc.	
Assessments and Evaluation	One written Midterm assessment (60 minutes) and one final oral exam (30 minutes), two short computer-based quizzes, takehome written assignments	
Study and examination requirements and forms of examination	<p>The final grade in the module is composed of:</p> <ul style="list-style-type: none"> • Two short computer-based quizzes: $15\% \times 2 = 30\%$ • Take-home written assignments : 15% • Written Midterm assessment: 25% • Final oral exam: 30% <p>Students must have a final grade of 55.6% or higher to pass.</p>	
Reading List	<ul style="list-style-type: none"> •W. Zhang and M. Dale, Re-Understanding Entrepreneurship: What It Is and Why It Matters, 2024, ~377 pages. •Gupta, G. George, and T. J. Fewer, Venture Meets Mission: Aligning People, Purpose, and Profit to Innovate and Transform Society, Stanford, CA, USA: Stanford University Press, Jan. 2024. •Annals of Entrepreneurship Education and Pedagogy, 6th ed., Cheltenham, UK: Edward Elgar, 2025. •M. Fritsch, M. Menter, and M. Wyrwich, Entrepreneurship – Theorie, Empirie, Politik, 4th revised ed., 2024. •J. Gogte, Roadmap for an Entrepreneur, 2024. •J. H. de A. Santos, Entrepreneurship. Toronto Academic Press, Jan. 10, 2024. ISBN: 978-1774697160. [Online]. Available: 	

	<p>https://portal.igpublish.com/iglibrary/obj/ARCLER0001518?searchid=1755054590038dW~O09jem47W7MSDtDBDR</p> <p>●S. Durst and A. Pevkur (Eds.), Digital Transformation for Entrepreneurship. World Scientific, Dec. 14, 2023. ISBN: 981127018X, 978-9811270185. [Online]. Available: https://portal.igpublish.com/iglibrary/obj/WSPCB0011532?searchid=1755054590038dW~O09jem47W7MSDtDBDR</p>
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