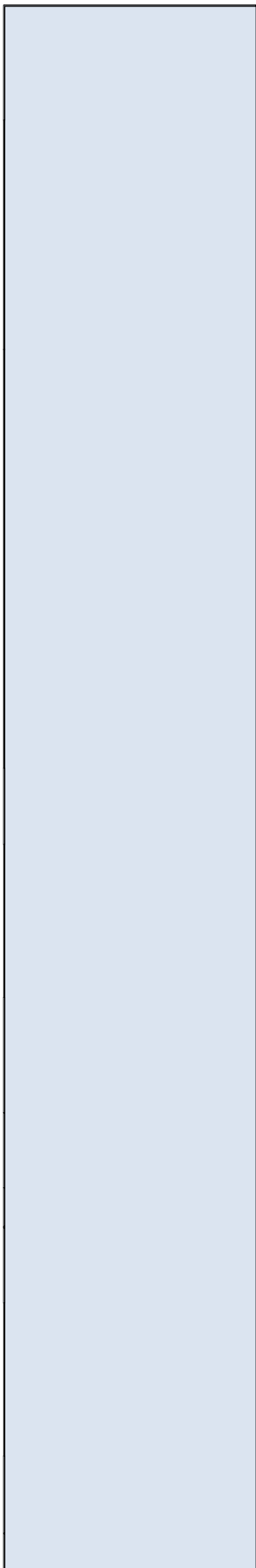


Course Title	Entrepreneurship		
Course Code	UBU60003	Credits	3 ECTS
Semester	1	Frequency	Odd even
Type of course	University Compulsory	Duration	16 meetings
Student Workload	90 hours	Class Size	30 students
Contact hours	27 hours	Independent Study	63 hours
Prerequisites Course			
Learning Outcome	<p>Attitude</p> <p>S4: Act as citizens who are proud and love their homeland, have nationalism and a sense of responsibility to the country and nation.</p> <p>S9: Demonstrate a responsible attitude towards work in their area of expertise independently.</p> <p>S10: Internalize the spirit of independence, struggle, and entrepreneurship.</p> <p>General skill</p> <p>KU2: Able to demonstrate independent, quality, and measurable performance.</p> <p>KU4: Compile a scientific description of the results of the studies mentioned above in the form of a thesis or final project report, and upload it on the university's website.</p> <p>KU6: Able to maintain and develop a network with supervisors, colleagues, colleagues both inside and outside the institution.</p>		
Subject aims/Conten	<p>M1: Student able to understand and analyze the importance of Entrepreneurship.</p> <p>M1.1 Student able to understand and analyze : entrepreneurship, Important background and necessity entrepreneurship, entrepreneurial goals and Entrepreneurial values.</p> <p>M1.2 Student able to understand and analyze Character / traits / entrepreneurial spirit.</p>		



- M1.3 Student able to understand and analyze Understanding change the mindset and Importance of changing mindsets.
- M1.4 Student able to understand and analyze Form factor paradigm.
- M1.5 Student able to understand and analyze Entrepreneurial mindset.
- M1.6 Student able to understand and analyze Managing entrepreneurial mindset.
- M2: Student able to understand and analyze ideas and strategies opportunities for entrepreneurship.
 - M2. Student able to understand and analyze systematic 1: entrepreneurship.
 - M2. Student able to understand and analyze Innovation and 2: Sources of Innovation Opportunity Internal and external orientation.
 - M2. Student able to understand and analyze sources of 3: opportunity, process needs and industry and market.
- M3: Student able to understand and analyze basic feasibility analysis of business.
 - M3. Student able to understand and analyze business 1: feasibility.
 - M3. Student able to understand and analyze Feasibility Study 2: Objectives.
 - M3. Student able to understand and analyze Competition 3: Analysis.
 - M3. Student able to understand and analyze competitors, 4: Identify competitors, targeting competitors, and Identify competitors' strategies.
 - M3. Student able to understand and analyze strengths and 5: weaknesses of competitors.
- M4: Student able to understand and analyze Financial analysis.
 - M4. Student able to understand and analyze Cost of working 1: capital, Turnover process, and Estimated profit.
 - M4. Marketing and consumer behavior analysis. 2:
 - M4. Definition and scope of marketing, Market 3: segmentation, target market and market positioning.
 - M4. Analysis and Risk Management, business risks, 4: evaluation of the risk.
- M5: Student able to understand and analyze SWOT analysis.

	<p>M5. Student able to understand and analyze cost and benefit 1: principles.</p> <p>M5. Student able to understand and analyze of internal 2: factors.</p> <p>M5. Student able to understand and analyze of external 3: factors.</p> <p>M6: Student able to understand and drafting business plan.</p> <p>M6. Student able to understand and analyze of business 1: planning.</p> <p>M6. Student able to understand and analyze the importance 2: and role of Business Planning.</p> <p>M6. Student able to understand and analyze Business 3: Planning Framework, Drafting Business Plan.</p> <p>M6. Student able to understand and analyze Systematics 4: Business Planning.</p>	
Teaching methods	Lectures, Case Studies, Class Discussions	
Assesment Methods	T1: Paper Compilation	MID EXAM: Written Exam
	T2: Case Analysis	FINAL EXAM: Written Exam
This course is used in other study programme/s		
Responsibility for module/course	<ol style="list-style-type: none"> 1. Moch. Zairul Alam, S.H, M.H 2. Ikningtyas, S.H, LL.M 3. Rumi Suwardiyati, S.H, M.Kn 4. Ranitya Ganindha, S.H, M.H 5. Hikmatul Ula, S.H, M.Kn 	
Other Information	<ol style="list-style-type: none"> 1. Ari Fadiati & Dedi Purwana, Menjadi Wirausaha Sukses, Remaja Rosdakarya, Bandung, 2011. 2. Basrowi, Kewirausahaan untuk Perguruan Tinggi, Ghalia Indonesia, 2011. 3. Buchari Alma, Kewirausahaan untuk Mahasiswa dan Umum, Dilengkapi LampiranKegiatan Praktikum Kewirausahaan, Alfabeta, Bandung, 2012. 4. Freddy Rangkuti, Business Plan, Teknik Membuat Perencanaan Bisnis & Analisis Kasus, Gramedia Pustaka Utama, Jakarta, 2000. 	

