

Department & Faculty: ATU-Net Mobility SIG	Page: 1 of 4
Course Code: Entrepreneurship Batch 2 Total Contact Hours: 28 hours	Semester: 2 Academic Session: 2021/2022

COURSE OUTLINE

Coordinators	: Hiro Ishizaki (SIT) / Indah Fajarwati (TelU)
Room No.	: Online
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Date & Time	: 16 th April 2022 – 23 rd July 2021, 08:00-10:00 (Indonesia/Thailand) / 09:00-11:00 (Malaysia) / 10:00-12:00 (Japan)
Synopsis	: The subject provides students with technological knowledge about entrepreneurship as well as the skills to turn such knowledge into practice. The teaching and learning (T&L) activities include case study and field work with the aim to inculcate entrepreneurship values and entrepreneurship acculturation with a view to successfully launch and subsequently manage their enterprises. Students will be exposed with the support systems available or government agencies in starting new ventures, including the tactics commonly employed by entrepreneurs starting a business. The subject allows students to critically evaluate business in terms of technical feasibility, investment potential, and risks.

LEARNING OUTCOMES

No.	Course Learning Outcome	Program me Outcome	Taxonomies and Soft-Skills	Assessment Methods
CO1	Apply the concept and importance of entrepreneurship to real world situation.	PO1, PO6	Creativity, Innovative	PR, ASG, Pr,
CO2	Demonstrate the techniques in digital entrepreneurship practiced by entrepreneurs to market a business.	PO10	Logical thinking, communication	PR, ASG, Pr,
CO3	Choose suitable business idea and process in developing a business plan for a small business.	PO12	Creativity, Idea generation, communication	PR, ASG, Pr,

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

(T – Test ; PR – Project ; Q – Quiz; HW – Homework ; ASG – Assignment; Pr – Presentation; F – Final Exam)

TEACHING METHODOLOGY

- Lecture and tutorials
- Individual and group assignments
- Business Plan
- Group presentation and slides

WEEKLY SCHEDULE

Class 1	16/04	UniMAP (Malaysia) Introduction to Entrepreneurship and Business environment <ul style="list-style-type: none"> ● Concept of entrepreneurship ● Entrepreneurial Process ● Characteristics and attributes of entrepreneurs ● Conventional Entrepreneurship vs Digital Entrepreneurship
Class 2	23/04	UniMAP (Malaysia) Ideation and Business Model Canvas <ul style="list-style-type: none"> ● Idea generation and innovation ● Techniques for generating business ideas ● Search Engine Optimization (SEO) ● Transformation of ideas into business opportunities ● Business start-ups ● Introduction to Go-ecommerce Platform
	07/05 30/04	No class (Hari Raya Holidays)
Class 3	14/05	Telkom University (Indonesia) Forms of Business Ownership <ul style="list-style-type: none"> ● Types of business entity ● Ethics, Professionalism and Social Responsibility ● Intellectual Property, trade secret, patents and copyright
Class 4	21/05	UiTM (Malaysia) Marketing Planning for Business Start-ups – Part 1 <ul style="list-style-type: none"> ● Marketing concept ● Marketing segment, target customers and positioning ● Marketing plan ● Marketing mix
Class 5	28/05	UniMAP (Malaysia) Marketing Planning and Business Start-ups – Part 2 <ul style="list-style-type: none"> ● Social Media Marketing ● Facebook for Business ● Instagram for Business ● Marketing Budget ● Quiz 1 (organized by UniMAP)
Class 6	04/06	Telkom University (Indonesia) Organizational management for business start-ups <ul style="list-style-type: none"> ● Organizational mission, vision and objectives ● Organizational structure ● Human resource management ● Organizational financial planning
Class 7	11/06	Telkom University (Indonesia) Operational management for business start-ups <ul style="list-style-type: none"> ● Location planning ● Process design, sourcing and layout ● Production planning and capacity management ● Operational budget
Class 8	18/06	SIT (Japan) International Business Start-Up <ul style="list-style-type: none"> ● Business Planning & development ● International marketing ● Partnership

- Class 9 25/06 **Telkom University (Indonesia) Financial Planning for business start-ups**
- Pricing and credit strategies
 - Creating a successful financial plan
 - Quiz 2 (Organized by Telkom University)
- Class 10 02/07 **UiTM (Malaysia) Financial planning for business start-ups**
- Ratio analysis
 - Managing cash flow
- Class 11 09/07 **CTU (Philippines) Sources of Financing: Equity and Debt**
- Financing a Business
 - Equity Financing
 - Debt Capital and Credit
- Class 12 16/07 **CTU (Philippines) Choosing the Right Location**
- Developing and Designing the Right Location
 - Managing and Evaluating the Right Location
 - Additional Perspectives on Choosing the Right Location
- Class 13 23/07 **SIT (Japan) Global aspects of entrepreneurship**
- Quiz 3 (organized by UiTM)
- Class 14 30/07 **(Together) Presentation**

REFERENCES:

1. Business model generation by Alexander Osterwalder and Yves Pigneur
2. William D. Bygrave and Andrew Zacharakis (2014), Entrepreneurship 3rd Edition, Wiley.

GRADING:

Item	Assessment Method	Total (%)
i	Business Plan	50
ii	Quizzes L1-L5	10
	Mid Term L6-L9	10
	Reviewing Quiz L10-L13	10
iii	Group Presentation	20
	Total	100

ASSESSMENT MATRIX

ASSESSMENT MATRIX (THE ASSESSMENT MAPPING TO CO and PO)

ASSESSMENT METHOD		CO	TAXONOMY LEVEL AND SOFT SKILL	PO1	PO6	PO10	PO12
COMPONENTS	GRADING			ENGINEERING KNOWLEDGE	THE ENGINEER & SOCIETY	COMMUNICATIO	LIFE LONG LEARNING
i. Quizzes/Mid Term/Reviewing Quiz	30%	CO1	(TBD)	10%	10%		
		CO3	(TBD)				
ii. Group Assignment (Business Plan)	50%	CO1	(TBD)	25%	20%		
		CO2	(TBD)			10%	
		CO3	(TBD)				5%
iii. Group presentation	20%	CO1	(TBD)	5%	5%		
		CO2	(TBD)			10%	
TOTAL MARKS				40%	35%	20%	5%

Remarks: 1. Certificate of Attendance:

Participants with 60% attendance will receive a certificate of attendance from ATU-Net regardless of the completion of assignments and final presentation.

2. Certification of Completion and Transcript:

Participants with more than 80% attendance and satisfaction of all assessment methods will receive a certification of completion and transcript from ATU-Net. It is discretion of each home university whether it will be transferred to their own credit or not.