HANDONG UNITWIN FELLOWSHIP

SYLLABUS

Lecturer's Information	
Name	Jonathan Lampatar Siregar
University	Jakarta International University

Course Information			
Course Name	Entrepreneurship	Prerequisite Course	
Course Date	2023-08-21 ~2023-12-01	Course Language	English
Keyword	Values, Sustainable, Business Idea, Innovation, and Start-Up.		

Course Description (100 ~200 words)	This course is the foundational concepts of entrepreneurship, including the definition of entrepreneurship, the profile of the entrepreneur, illustrate the entrepreneurial environment, deliver the basic methods and tools (business model canvas, lean start-up approach, empathy map canvas, sustainable approach, triple bottom line method, strategic management tools), and the role of venture creation in society. The course covers the many facets of entrepreneurship and its implications for careers, business, and society. This course explains the importance of entrepreneurs in contributing toward economic growth, highlight some
Course Goals and Objectives (Approximately 100 words)	The objectives of this course are explaining the principles of entrepreneurship and know how to generate the idea into a real practice of entrepreneurship. Students are expected to be able to: 1. Describe and explain the thought of scholars toward entrepreneurship. 2. Understand the process of entrepreneurship; the history of entrepreneurship. 3. Distinguish the difference of business and entrepreneurship concepts.
Textbook	**(The format : Title, Author/Editor, Publisher, Year of Publication)** 1. Hisrich, R.D., Peters, M.P., & Shepherd, D.A. 2017. Entrepreneurship 10e, McGraw-Hill. 2. Kuratko, D., 2017. Entrepreneurship: Theory, Process, Practice. 10th ed. Canada: Cengage Learning. 3. Osterwalder, Alexander, and Yves Pigneur. 2010. Business Model
References	1. Chan, K. W., & Mauborgne, R. A. 200. Blue Ocean Strategy. Harvard Business Review Press. 2. Ries, E. 2011. The Lean Startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Business.
Course Requirements and Grades	The student are encouraged to be participate actively, speak up their thoughts, and bring their passion to create an impact through business ideas, well-communicate to deliver their perspective, and implement the business model canvas approach towards their business ideas. Presence-Activeness:10%; Assignment:20%;Quiz:10%; Mid-term

Weekly Schedule		
Week	Main Topics	Keywords
1	The Entrepreneurial Mindset	Evolutionary, Impact, and Social
2	The Opportunity: The Entrepreneurial Process	Idea, Problem, and Iterate
3	The Assessment of Entrepreneurial Opportunities	Valid, Measurable, and Favourable
4	Entrepreneurial Ventures	Uniqueness, Investment, and Evaluation
5	Social Entrepreneurship	Society, Innovation, and Governance
6	Global Environment for Entrepreneurship	Enterprise, Diaspora Networks, and Agreements
7	The Business Model Canvas	Comprehensive, Customer Insight, and Integration
8	Lean Startup	Build, Measure, and Learn, Lean Model
9	Value Proposition Design	Empathy Canvas, Customer, Values
10	Entrepreneurial Finance [Accounting Basics & Basic Financial Modelling]	Balance Sheet, Income Statement, and Cash-Flow
11	Marketing Challenges for Entrepreneurial Ventures	Marketing Research, Social Media, and Segmentation
12	Marketing Strategy [Blue Ocean Strategy]	Industries, Market Space, and Growth
13	The Valuation Challenge in Entrepreneurship	Goal, Emotional Bias, and Accuracy of Projections
14	Harvesting the Entrepreneurial Venture	Strategy, IPO, and Legal Restrictions
15		
16		