



## COURSE SYLLABUS

# WARMADewa UNIVERSITY ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

WIP33B11

International Program



## ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

5 ECTS

### COURSE DESCRIPTION

The Importance of Entrepreneurship. Entrepreneurial process. Distinguished from Entrepreneurship. Innovation and Entrepreneurship. Managing the paradoxes in Entrepreneurship. The place of entrepreneurship among the ten roles of the manager. Effectuation and causation logic. Entrepreneurial methods. Opportunity recognition, evaluation and exploitation. Social networks in entrepreneurship. Opportunity portfolio.

It is desired that students participating in this course have prior knowledge in the field of Entrepreneurship and Business Management.

### OBJECTIVES

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

- Provide students with an understanding of the entrepreneurial processes and mechanisms in opportunity recognition, evaluation and exploitation in starting new ventures
- Enable students to appreciate the different entrepreneurial methods and logics in entrepreneurship
- Develop the student's ability to appreciate the challenges and opportunities that entrepreneurs face in the emergent economies.

### OUTCOMES

- Attitude: Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
- Ability: Develop the ability/skill needed to discover/innovate/ create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.
- Accomplishments: Demonstrate accomplishment of discovery/ innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.



### LECTURING METHOD

The course will use lectures, discussion, and assignments:

- Individual Assignment: Individual essay of opportunity recognition
- Group Assignment: Participation in preparation of group project work, presentation, discussion in class
- Presentation and discussion: Performance presentation of group assignment and discussion in class

### ASSESSMENT METHOD

Class attendance 10 %,  
Class participation and assignments 30 %,  
Mid-term exam 30 %  
Final exam 30 %

### ASSIGNMENTS

During the semester, you will do several assignments that are mainly focusing on literature reviews on different topics given by the lecturer. The assignments will be included in the course grade at the end of your semester.

### REFERENCES

Ferrel, O.C, Geoffrey Hitz, Linda Ferrel, Business, A Changing World, Ninth Edition, 2010  
Eberti, Griifin, Business Essential, ninth Edition, 2010  
Baron & Shane, "Entrepreneurship". London: Thomson Publishing. 2005.

### LECTURERS

Dr. Ketut Arnaya, S.E., M.M.  
Ni Kd Sioaji Yamayanti, S.E., MBA

### LECTURE TOPICS

Week	Topics
1	Introduction to Entrepreneurship
2	Entrepreneurship concept
3	Characteristic of Entrepreneurship
4	Key factors of Successful Entrepreneurship
5	Small Business, Entrepreneurship and Franchising
6	Entrepreneurship and Small Business
7	Presentation of Group assignment
8	<b>MIDTERM EXAM</b>



9	Business environment
10	The Dynamic of Business and Economies
11	Business in a Changing world
12	Business in a Borderless world
13	Starting and Growing Business
14	Leadership and Management
15	Presentation of Group Assignment
16	<b>FINAL EXAM</b>

## WORKLOAD

### ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

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	2		24	
	Workshops				4													4	
	Exam preparation							9								10		19	
	Company visits, excursions											4						4	
	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	
	Course evaluation																2	2	
	Workshops and Excursion Paper					2							2					4	
																		115	
HRS OF EXAMS																		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)																145	
		TOTAL ECTS																5	