

## Module XXIV Entrepreneurship

### 1.1. Module Objectives

On completion of this module, the students will be:

- Able to interpret given knowledge to describe various observable phenomenon in their research activities

### 1.2. Module Data

Person in charge	School of Business and Management
Credits	3
Course	MB 4070 Bioindustry Management and Entrepreneurship
Course Examination	Written test

#### 1.2.1. Sub-module I: Bioindustry Management and Entrepreneurship

Lecturer	School of Business and Management
Semester	8
Type of submodule / course	<del>General Studies</del> / Compulsory Course/ <del>Elective Course</del>
Credits	3
Workload details	face to face teaching : 3 hours per week. Independent study : 3 hours per week. Structured exercise : 3 hours per week.
Type of examination	Written
Language	Bahasa Indonesia
Course Target / Outcome	After attending this course, students will get the following competencies: understanding the concept of entrepreneurship <ul style="list-style-type: none"><li>– Ability explanation of how the process of entrepreneurship</li><li>– Ability analyses of business opportunities, including opportunities in the bioindustry</li><li>– Capabilities in design and business planning</li><li>– Understanding of how to start a business and develop it</li><li>– Increased appreciation and motivation of students to the application of entrepreneurial spirit in him and wants to practice entrepreneurship in business or other fields</li></ul>

Teaching methods	<p>Three class hours per week, for 40 person: activities in class including:</p> <ol style="list-style-type: none"> <li>1. Class lecturing</li> <li>2. Discussion about selected case</li> <li>3. Exercise</li> <li>4. Games</li> <li>5. Assignment</li> <li>6. Videos streaming, film, slides</li> <li>7. Case presentations by students</li> <li>8. Presentation of group business plan</li> </ol>
Contents (SAP)	<ul style="list-style-type: none"> <li>– Introduction</li> <li>– The entrepreneurial perspective in individuals, and bioindustry characteristics</li> <li>– The entrepreneurial perspective in individuals (continuation)</li> <li>– Idea generation, creativity, and innovation</li> <li>– Identifying and evaluating business opportunities</li> <li>– Strategy and business plan</li> <li>– Strategy and business plan (continuation)</li> <li>– Mid examination</li> <li>– Entrepreneur team</li> <li>– Marketing</li> <li>– Marketing (continuation)</li> <li>– Financing a new venture</li> <li>– Report and evaluation of business performance</li> <li>– Start-up-business management</li> <li>– Business plan presentation</li> <li>– Final examination</li> </ul>
Literature / Sources	<ul style="list-style-type: none"> <li>• Kuratko, Donald F. , and Richard M. Hodgetts, Entrepreneurship: Theory, Process, Practice. 6th edition. Ohio: South-Western, Thomson Learning. 2004. [Main Literature]</li> <li>• Timmons, Jeffrey A. , and Stephen Spinelli, Jr. New Venture Creatikon: Entrepreneurship for The 21st Century. 8th Edition. New York: McGraw-Hill Irwin, McGraw-Hill Companies, Inc. 2009. [Alternative literature]</li> <li>• Selected cases from paper [supporting literature]</li> </ul>
Other specialties	