

Course unit title	Entrepreneurship
Course unit code	MNW201
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	2021–2022
Semester/trimester when the course unit is delivered	2 nd semester
Number of ECTS credits allocated	4.8 credits
Name of lecturer(s)	<ol style="list-style-type: none"> 1. Muslich Anshori, Prof., Dr.,SE., M.Sc. Ak. 2. Dwi Ratmawati, Dr. SE., M.Si 3. Sri Iswati, Prof., Dr., SE., M.Si., Ak. 4. Erina Sudaryati, Dr. SE., M.Si. Ak., CA. 5. Sedianingsih, Dr., SE.,M.Si., Ak. 6. Alfiyatul Qomariyah, S.Ak., MBA., Ph.D.
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Able to produce prototype of new products that are innovative and high-value selling in groups. The product theme that should be designed and produced during this teaching period is "Indonesian Product" - a product that can be offered to tourists as souvenirs when visiting a certain area.
Mode of delivery (face-to- face, distance learning)	Face-To-Face
Prerequisites and co-requisites (if applicable)	—
Course content	<ol style="list-style-type: none"> 1. Introduction to Entrepreneurship. 2. Designing good social networking with internal and external parties. 3. Analyzing business planning in the context of B2B. 4. Business opportunities and ideas. 5. The company's innovation strategy. 6. Globalization strategy for the company. 7. Solution recommendation on business problem. 8. Marketing communication strategies in the business market. 9. Marketing channels and supply chain companies. 10. Pricing strategies in the business market. 11. Company's main customers. 12. Providing solution recommendation on business issues.
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Barringer, B.R., & Ireland, R.D., (2012). Entrepreneurship: Successfully Launching New Ventures. 4th Edition. Pearson. 2. Scarborough, N.M., & Cornwall, J.R. (2015) Entrepreneurship and Effective Small Business Management. 11th Edition. Pearson.
Planned learning activities and teaching methods	<ol style="list-style-type: none"> 1. Lectures 2. Group Assignment 3. Discussion
Language of instruction	Bilingual, Bahasa Indonesia and English
Assessment methods	Assignment, Examination