

## **Business Creation**

### **Introduction**

Business Creation Program is designed specifically to shape future creative and innovative entrepreneurs. Curriculum is designed with a balance of theory and practice, so the graduates will be able to start a new business at third year. Most of the courses are taught by successful entrepreneurs and experienced venture capital expert. Students will meet and hear from entrepreneurs who have created successful ventures. Some of these entrepreneurs will be willing to offer ongoing support and advice. Student will also meet other potential entrepreneurs like their selves with whom they can share ideas.

### **Vision**

To be Internationally recognized business school in the continuous pursuit of innovation in education.

### **Mission**

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

### **Learning Goals**

#### **1. Management Concept**

Each student should be able to comprehend the discipline of management.

#### **2. Concept & Skills Integration and Entrepreneurial Mindset**

Each student should be able to integrate management concept and skills with entrepreneurial mindset.

#### **3. Ethical, Social & Professional Character**

Each student should be able to exercise ethical and professional values.

#### **4. Awareness of ICT**

Each student should be able to make use of ICT as management tool and business solution.

### **Prospective Career of the Graduates**

There are many fields of career for graduates, including but not limited to:

1. Entrepreneur
2. Intrapreneur
3. Global Entrepreneur
4. Business Developer
5. Business Planner
6. Small Business Consultant

**Course Structure**

Sem	Code	Course Name	SCU	Total
1	ACCT6087	Introduction to Accounting	4	20
	MATH6048	Business Mathematics	4	
	MGMT6011	Introduction to Management and Business*	4	
	ENTR6016	Introduction to Entrepreneurship	4	
	ENTR6017	Idea Generation and Opportunity Discovery	4	
2	CHAR6013	Character Building: Pancasila	2	21
	ECON6014	Microeconomics	4	
	MKTG6061	Marketing Management	4	
	ISYS6181	Management Information Systems for Leader	4	
	ENTR6018	Creative & Innovative Thinking*	2	
	BUSS6051	Design Thinking in Business	4	
	LANG6061	Indonesian	1	
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	ECON6015	Macroeconomics	4	
	FINC6043	Financial Management	4	
	MGMT6069	Human Resources Management	4	
	STAT6078	Business Statistics I	2	
	MKTG6059	Integrated Marketing Communication	2	
	MKTG6118	Digital Marketing	2/2	
	ENTR6019	Business Risk Analysis*	2	
4	CHAR6015	Character Building: Agama	2	24
	LAWS6079	Legal Aspect in Economics	2	
	ACCT6105	Managerial Accounting	4	
	MGMT6070	Operational Management	4	
	STAT6079	Business Statistics II	2/2	
	COMM6128	Business Communication	2	
	ENTR6020	New Venture Creation*	4	
	TRSM6099	Hospitality & Service Excellent	2	
5	ECON6016	Managerial Economics	4	20
	ENTR6033	Business Plan	4/4	
	MGMT6038	Cross Cultural Management	2	
	ENTR6025	Entrepreneurial Strategy	2	
	ENTR6026	Managing Growing Business	4	
6	<b>Enrichment Program I</b>		15	15
7	<b>Enrichment Program II</b>		16	16
8	ENTR6032	Thesis - Business Start-Up Report	6	6
			<b>TOTAL CREDIT 146 SCU</b>	

\*) This course is delivered in English

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

-) Student will take one of enrichment program tracks (off campus).

**Enrichment Program**

Code	Course Name	SCU	Total
<b>EnrichmentProgram I</b>			
ENTR6021	Business Start Up	8	15
ENTR6022	Developing Business Model	2	
ENTR6023	Launching New Venture	2	
ENTR6084	EES in New Business I	3	
<b>EnrichmentProgram II</b>			
ENTR6028	Growing a Business	8	16
ENTR6029	Developing Business Plan	2	
ENTR6030	Venture Capital	2	
ENTR6031	EES in New Business II	4	

**The Table of Prerequisite for Business Creation (S1)**

Subject	Credits	Sem	Prerequisite	Credits	Sem		
ACCT6105	Managerial Accounting	4	4	ACCT6087	Introduction to Accounting	4	1
FINC6043	Financial Management	4	3	MGMT6011	Introduction to Management and Business	4	1

**Student should pass all of these quality controlled courses as listed below:**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	MKTG6061	Marketing Management	C
3	ISYS6181	Management Information Systems for Leader	C
4	MGMT6069	Human Resources Management*	C
5	ECON6014	Microeconomics	C
6	ENTR6018	Creative & Innovative Thinking*	C
7	ENTR6020	New Venture Creation*	C

\*) Tutorial & Multipaper