

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/fifth semester. 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 globally recognized Business Creation Program with high quality of entrepreneurial skills and ICT abilities.

Mission

The mission of Business Creation program is to contribute to the global community through the provision of world-class education by:

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with entrepreneurial knowledge and skills to prepare them for creating new business.
3. Creating creative and innovative entrepreneurs who are able to capture business opportunities in a wide variety of markets and industries.
4. Conducting entrepreneurial research, professional services and community development to the society.
5. Contributing to the improvement in entrepreneurial knowledge and practice in global communities.

Program Objective

The objectives of the program are :

1. To provide students with fundamental knowledge in Management Science and Business that they will need in management practices.
2. To equip students with entrepreneurial skills integrated with ICT and high impact research providing adequate tools for business creation.
3. To provide students with an advanced knowledge and practical of business creation in an across global business sectors that they need to be a future global entrepreneurs.

Graduate Competency

At the end of the program, graduates will be able to:

1. Demonstrate and apply knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking in current business cases, develop research program for problem solving in business.
4. Apply critical thinking in current entrepreneurial cases in order to solve the business problems with the ability of ICT utilization.
5. Identify and analyze business opportunities.
6. Create innovative new business.

Prospective Career of the Graduates

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

1. Business Developer/Planner
2. Small Business Consultant
3. Family Business Consultant
4. Business System/Model Consultant
5. Corporate Entrepreneur
6. Venture Capitalist

Curriculum

The Curriculum of Business Creation Program has a unique point and was designed to prepare graduate students' readiness to apply their entrepreneurial knowledge and to start a new business. The curriculum is designed based on the Entrepreneurial Process consist of Business Idea & Opportunity (Year 1); Business Model & Business Plan (Year 2); Business Creation/Start-Up (Year 3) and Business Development (Year 4). Using experiential, action based and project based learning method, students will learn about identifying opportunities that offer the potential to grow a business; evaluating opportunities, analyzing the competition and minimizing risk; and starting a new business. Students will understand how to design a business model & write business plan that generates strong revenue streams; how to protect intellectual property; how to make the best potential investment deals including how investment deals work and how to think and act in an entrepreneurial manner. Student will gain access to mentoring expertise from both investors and entrepreneurs; networks and people who can help students make the dream to a reality; the opportunity to pitch to the investment community and gain feedback and the chance to submit your business plan to be considered for initial investment. To support the entrepreneurial learning, students are provided with a wide range of the entrepreneurial competition, which consists of Business Idea Competition, Creative Selling Competition, Business Model Competition, Business Plan Competition and Business Pitch Competition. In addition to the competition and mentoring, the students also facilitated by entrepreneurial activities such as Speaking Opportunities; Sharing session; Workshop & Seminar; Entrepreneur Club; Industrial Visit; Y-Camp/Boot Camp and Exhibition.

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	20
	ECON6014	Microeconomics	4	
	MKTG6061	Marketing Management	4	
	ISYS6178	Management Information System	4	
	ENTR6018	Creative & Innovative Thinking	2	
	BUSS6051	Design Thinking in Business	4	
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	Enrichment I		16	16
7	Enrichment II		16	16
8	ENTR6032	Thesis - Business Start-Up Report	6	6
TOTAL CREDIT 146 SCU				

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

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

Enrichment Program

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6021	Business Start-Up	8	16
ENTR6022	Developing Business Model	2	
ENTR6023	Launching New Venture	2	
ENTR6024	EES in New Business I	4	
Enrichment Program II			
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)

Mata Kuliah		SKS	Mata Kuliah Prasyarat		SKS
ACCT6105	Managerial Accounting	4	ACCT6087	Introduction to Accounting	4
FINC6043	Financial Management	4	MGMT6011	Introduction to Management and Business	4

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	FINC6043	Financial Management	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