

## **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. Students will also meet other potential entrepreneurs like them selves with whom they can share ideas.

### **Vision**

To be an 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**

By the completion of our program

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

Each student should be able to comprehend business and management concept.

#### **2. Creative Thinking and Entrepreneurial Skills**

Each student should be able to work innovatively by applying their adept thinking, entrepreneurial, and ICT skills.

#### **3. Global Mindset**

Each student should be able to perform global mindset in exercising business concept.

#### **4. Ethics**

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

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

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

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

### **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 Idea Generation & Opportunity Discovery; Designing Business Model & Business Plan; New Venture Creation and Business Development. 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.

The 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 will also be facilitated by entrepreneurial activities such as speaking opportunities; sharing session; workshop & seminar; entrepreneur club; industrial visit; 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   | 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   |       |

| Sem                         | Code                         | Course Name                       | SCU | Total |
|-----------------------------|------------------------------|-----------------------------------|-----|-------|
| 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

\*\*) Global Learning System course

### 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 Entrepreneurship Program

| Code                         | Course Name               | SCU | Total |
|------------------------------|---------------------------|-----|-------|
| <b>Enrichment Program 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>Enrichment Program 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)

| Course   | SCU | Sem. | Prerequisite Course | SCU | Sem. |
|----------|-----|------|---------------------|-----|------|
| ACCT6105 | 4   | 4    | ACCT6087            | 4   | 1    |
| FINC6043 | 4   | 3    | MGMT6011            | 4   | 1    |

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

| No | Course Code | Course Name                               | Minimal 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