

Business Creation

Introduction

Business Creation Program is designed in particular to shape future creative and innovative entrepreneurs. The curriculum is designed with a balance of theory and practice, so the graduates will be able to start a new business in the third year. Most of the courses are delivered 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 themselves 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.

Professionals: We prepare our graduates to be able to master particular knowledge and skills necessary to perform the role of their professions with ethical and moral obligations.

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, students will learn about identifying opportunities that offer the potential to grow a business; evaluating opportunities, analysing the competition and minimising 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 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. In supporting 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. At the end of the study period, students are required to compile a thesis on the analysis of a business performance that has been run in the sixth and seventh semesters and design a business plan for the next five years.

Course Structure

Sem	Code	Course Name	SCU	Total
1	COMM8006	Business Communication** - (AOL)	2	20
	ECON6099	Business Economics	4	
	MGMT6011	Introduction to Management and Business* - (AOL)	4	
	MKTG8005	Marketing Management* - (AOL)	4	
	ENTR6016	Introduction to Entrepreneurship	4	
	ENTR6578	Creative & Innovative Business Idea*	2	
2	CHAR6013	Character Building: Pancasila	2	20
	MATH6176	Business Mathematics	2	
	ACCT6351	Accounting for Business	4	
	MGMT6297	Operations Management**	4	
	MGMT6012	Human Resources Management	4	
	BUSS6051	Design Thinking in Business** - (AOL)	4	
3	CHAR6014	Character Building: Kewarganegaraan	2	20
	ISYS6181	Management Information Systems for Leader	4	
	FINC6001	Financial Management	4	
	STAT8067	Business Statistics I	2	
	MGMT6358	Managing Business Information	2/2	
	ENTR6579	New Venture Creation*&**	2	
	LANG6027	Indonesian	2	
4	CHAR6015	Character Building: Agama	2	20
	LAWS6159	Legal Aspects in Business	2	
	BUSS6171	Business Sustainability	4	
	STAT8068	Business Statistics II - (AOL)	2/2	
	ENTR6580	Digital Business Transformation	2	

Sem	Code	Course Name	SCU	Total
	ENTR6582	Business Strategy	2	
	ENTR6532	Business Plan I	4	
5	MGMT6357	Multinational Corporation Management	4	20
	BUSS6066	Business Ethics	2	
	ENTR6533	Business Plan II	4	
	RSCH6026	Research Methodology**	4	
	ENTR6494	Managing Growing Business**	2	
	Free Electives		4	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	ENTR6584	Pre-Thesis	2	6
	ENTR6585	Thesis - Business Start Up Report	4	
			TOTAL CREDIT 146 SCU	

*) This course is delivered in English

**) Global Learning System Course

-) For Free Electives, students are required to choose from the list of Free Electives in Appendix.

-) (AOL) - Assurance of Learning Process System

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6362	Global Supply Chain Services	2	5
2	Business Management	MGMT6365	Current Issue in Service Business and Technology	2	5
3	Business Management	MGMT6400	Supply Chain Strategy	2	5
4	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	5
5	International Business Management	BUSS7009	Export-Import Cost Management	2	5
6	International Business Management	MGMT6370	E-Business for International Business	2	5
7	International Business Management	MGMT7169	Global Supply Chain Management	2	5
8	Management	BUSS6069	Business Simulation	2	5
9	Management	BUSS6163	Organization Development Strategy	2	5
10	Management	BUSS6194	Business Negotiation Strategy	2	5
11	Management	ISYS8175	E-Business Strategy and Implementation	4	5
12	Management	MGMT6029	Knowledge Management	2	5
13	Management	MGMT6063	Strategic Management	2	5
14	Management	MGMT6145	Compensation and Performance Management	2	5
15	Management	MGMT6341	Strategic Management	4	5
16	Management	MGMT6412	Customer Relationship Management	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
17	Marketing Communication	COMM6514	Editing for Creative Program	2/2	5
18	Marketing Communication	COMM6523	Corporate Event Management	2/2	5
19	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
20	Marketing Communication	COMM6539	Media Convergence in Creative Broadcasting	2	5
21	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
22	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
23	Marketing Communication	COMM6543	Digital Brand Communication	2/2	5
24	Tourism	TRSM6141	Tourism Destination and Planning Management	4	5
25	Tourism	TRSM6160	Tourism Transportation	2	5
26	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
27	Tourism	TRSM6196	Tourism Community Empowerment	2	5
28	Architecture	ARCH6047	Behavior in Architecture	2	5
29	Architecture	ARCH6061	Sustainable Architecture	2	5
30	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
31	Architecture	ARCH6129	Urban Housing	4	5
32	Architecture	ARCH6130	Architecture & Social Culture	4	5
33	Architecture	ARCH6132	Leadership Organization Behavior	4	5
34	Civil Engineering	CIVL6009	Urban Drainage	2	5
35	Civil Engineering	CIVL6015	Geosynthetic Application in Civil Engineering	2	5
36	Civil Engineering	CIVL6025	Hydrology	2	5
37	Civil Engineering	CIVL6080	Construction Methods & Heavy Equipment	2	5
38	Civil Engineering	CIVL8038	Soil Improvement Method	2	5
39	Civil Engineering	COMP6046	Computer Applications in Construction Management	2	5
40	Computer Engineering	CPEN6098	Computer Networks	2/2	5
41	Computer Engineering	CPEN6126	Cross Platform Application Development	4	5
42	Computer Engineering	CPEN6225	Telco Network & Switching System	2	5
43	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
44	Food Tech	FOOD6062	Food Quality Assurance System	2/1	5
45	Food Tech	FOOD6063	Food Safety & Sanitation	2/1	5
46	Industrial Engineering	ISYE6067	Global Supply Chain	2	5
47	Industrial Engineering	ISYE6115	Transportation Modeling	2	5
48	Industrial Engineering	ISYE6130	Project Management	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
49	Business Law	LAWS6052	Bankruptcy Law	2	5
50	Business Law	LAWS6056	Legal Research Methods	2	5
51	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
52	Business Law	LAWS6172	Environmental and Natural Resources Law	2	5
53	Business Law	LAWS6174	Contract & Legislative Drafting	2	5
54	Business Law	LAWS6176	Tax Law	2	5
55	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	5
56	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	5
57	Chinese Literature	CHIN6159	Chinese Character Writing	2	5
58	English Literature	ENGL6158	Writing for Children and Young Adults	2	5
59	English Literature	ENGL6244	Social Media Broadcasting	4	5
60	International Relations	INTR6151	Regional Integration in Europe	2	5
61	International Relations	INTR6152	Regional Integration in America	2	5
62	International Relations	INTR6153	Regional Integration in East Asia	2	5
63	International Relations	INTR6154	Regional Integration in Africa and Middle East	2	5
64	International Relations	INTR6161	Political Economy of Global Media	2	5
65	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
66	International Relations	INTR6167	International Political Economy of Multinational Corporations	2	5
67	International Relations	INTR6169	International Migration: Governance and Rights	2	5
68	International Relations	INTR8049	Global Economic Architecture	2	5
69	Japanese Literature	JAPN6116	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
70	Cyber Security	COMP6646	Computer Forensic	2	5
71	Mobile Application & Technology	MOBI6057	Wearable Technology	2	5
72	Mobile Application & Technology	MOBI6059	Mobile Programming	2	5
73	Statistics	RSCH6483	Research Methodology in Data Science	2	5
74	Computer Science	COMP6232	Human and Computer Interaction	2/2	5
75	Computer Science	COMP6578	Information Visualization	2	5
76	Computer Science	COMP6586	Embedded Systems	2	5
77	Computer Science	COMP6681	Web Programming	2/1	5
78	Computer Science	COMP8129	User Experience	2/2	5
79	Computer Science	ISYS6197	Business Application Development	2/2	5
80	Animation	DSGN6689	Concept Art & Production Design	2	5
81	Animation	DSGN6690	Animation Storytelling	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
82	Creative Advertising	DSGN6661	Photography	4	5
83	Creative Advertising	DSGN6732	Photography	4	5
84	Creative Advertising	DSGN6651	Photography	4	5
85	Film	FILM6119	Audiences & Fan Culture	4	5
86	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
87	Information Systems	ISYS6196	Business Analytics	2	5
88	Information Systems	ISYS6199	Data & Text Mining	4	5
89	Information Systems	ISYS6202	Social Informatics	4	5
90	Information Systems	ISYS6289	Collaborative Computing	4	5
91	Information Systems	ISYS6402	Business Analytics	2/2	5
92	Information Systems	ISYS8066	Business Process Management	4	5
93	Information Systems	RSCH6466	Research Methodology	4	5
94	Information Systems Accounting & Audit	ISYS6608	IT Service & Risk Management	2	5
95	Information Systems Audit	ISYS6050	Information System Audit Fundamental	4	5

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

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

Enrichment Entrepreneurship Program

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6021	Business Start Up	8	20
ENTR6603	Launching New Business	8	
ENTR6024	EES in New Business I	4	
Enrichment Program II			
ENTR6028	Growing a Business	8	20
ENTR6604	Business Funding	8	
ENTR6031	EES in New Business II	4	

The Table of Prerequisite for Business Creation Program

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
FINC6001	4	3	MGMT6011	4	1
ENTR6533	4	5	ENTR6532	4	4

*) The examination schedule will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	MKTG8005	Marketing Management	C
3.	MGMT6358	Managing Business Information	C
4.	MGMT6012	Human Resources Management*	C
5.	MGMT6011	Introduction to Management and Business	C
6.	BUSS6066	Business Ethics	C
7.	MGMT6357	Multinational Corporation Management	C
8.	ENTR6532	Business Plan I	C

*) Tutorial & Multipaper