

Entrepreneurship Business Creation

Introduction

Entrepreneurship Business Creation Study Program acquaints entrepreneurship as an academic discipline. The curriculum is designed in particular to prepare students to be creative and innovative entrepreneurs by providing a blueprint for turning ideas into a viable venture or initiative. Entrepreneurship education also aims to shape the characteristics and mindset of entrepreneurs who have high motivation, dare to try and be innovative, which can be applied in various fields of one's life and career.

The Entrepreneurship Business Creation Study Program curriculum is uniquely designed to prepare students to be able to apply their entrepreneurial knowledge and to start new businesses. The curriculum is designed based on the Entrepreneurial Process which consists of Idea Generation & Opportunity Discovery; Designing Business Models & Business Plans; New Business Creation and Business Development. By using experience, action-based and project-based learning, students will learn how to identify potential business opportunities, evaluate opportunities, analyze competition and business risk, to start a new business. Students will understand how to design business models & write business plans that generate strong revenue streams; how to protect intellectual property; how to make the best potential investment offer, and how to think and act entrepreneurially.

Students will get access to business mentors (entrepreneurs), venture capitals, and a network of relevant parties that can help students make dreams come true. In supporting entrepreneurial learning, students will be encouraged to participate in various business and entrepreneurial competitions, such as Business Idea Competition, Business Model Competition, Business Plan Competition, and Pitching Competition. In addition to competition and business coaching, students will also be facilitated by entrepreneurial activities such as business presentation; industry knowledge sharing; workshop & international seminar; industry visit; and exhibition. At the end of the study period, students are required to prepare a thesis on their business performance analysis (which has been carried out in the sixth and seventh semesters) and design business development strategies for the next five years.

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. Business Consultant

Curriculum

Entrepreneurship Business Creation Study Program at BINUS Malang campus offers 2+1+1 curriculum, whereby students will undertake fundamental courses at the home campus (in Malang) for 2 years, 1 year streaming/minor program (whether at the host campus in Greater Jakarta or in Malang), and 1 year enrichment program.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6030	Character Building: Pancasila	2	20	
	ACCT6349	Accounting Principle	2		
	ENTR6101	Introduction to Entrepreneurship**	4		
	MGMT6256	Introduction to Management and Business	4		
	ENTR6507	Idea Generation and Opportunity Discovery	2		
	ECON6067	Introduction to Economics	4		
	ENTR6102	Creative and Innovative Thinking	2		
2	MGMT6345	Operations Management	4	20	
	CHAR6031	Character Building: Kewarganegaraan	2		
	ENTR6105	Business Model**	4		
	MGMT6346	Entrepreneurial Financial Management	2/2		
	MKTG6278	Marketing Management*	4		
	English University Courses I				
	ENGL6198	English in Focus	2		
ENGL6199	English for Business Presentation	2			
3	MGMT6347	Applied Business Statistics	2/2	22	
	MGMT6257	Human Resource Management	4		
	ENTR6106	New Venture Creation	4		
	ENTR6663	Business Plan	4/2		
	MKTG6279	Digital Marketing*&**	2/2		
4	LANG6089	Indonesian Language	2	22/18/18/22/22	
	BUSS6103	Business Ethics	2		
	English University Courses II				
	ENGL6201	English Savvy	2		
	ENGL6200	English for Written Business Communication	2		
	General Course				
	ENTR6518	Entrepreneurial Strategy*	4		
	Streaming: Business Innovation (Malang)				
	ENTR6664	Consumer Insights: Behavioural Fundamentals	4		
	ENTR6666	Innovative Product Design and Development**	4		
	Streaming: Global Commerce (Jakarta – Kampus Alam Sutera)**				
	BUSS6162	Market Entry Strategy	2		
	BUSS6190	International Business	2		
	BUSS6171	Business Sustainability	4		
	ENTR6580	Digital Business Transformation	2		
	BUSS6191	Export-Import Management	2		
Streaming : E-Business (Jakarta – Kampus Kemanggisian)***					
MGMT6374	Analysis on E-Business Investment	4			
ISYS6084	Database	2/2			
ISYS6079	E-Business System	4			

Sem	Code	Course Name	SCU	Total	
	Minor Program		12		
	Free Electives***		16		
5	CHAR6032	Character Building : Agama	2	16/20/20/16/16	
	RSCH6354	Research Methodology	4		
	General Course				
	ENTR6667	Topics in Business Innovation*	2		
	Streaming: Business Innovation (Malang)				
	ENTR6668	Innovation in Omni Channel	2		
	ENTR6669	Innovation and Knowledge Management**	4		
	ENPR6007	Disruptive Strategy & Innovation	2		
	ENTR6665	Managing Innovation for Business Sustainability	4		
	Streaming: Global Commerce (Jakarta – Kampus Alam Sutera)**				
	MKTG6294	Branding & Omnichannel Retailing	4		
	BUSS7009	Export-Import Cost Management	2		
	MGMT7169	Global Supply Chain Management	2		
	ISYS6181	Management Information Systems for Leader	4		
MGMT6370	E-Business for International Business	2			
5	Streaming: E-Business (Jakarta – Kampus Kemanggisian)***				
	ISYS8175	E-Business Strategy and Implementation	4		
	ISYS6085	Advanced Topics in E-Business	2		
	MGMT6029	Knowledge Management	2		
	BUSS6171	Business Sustainability	4		
	LAWS6159	Legal Aspect in Business	2		
	Minor Program			8	
	Free Electives***			10	
6	Enrichment Program I		20	20	
7	Enrichment Program II		20	20	
8	RSCH6535	Pre-Thesis	2	6	
	RSCH6536	Thesis	4		
			Total Credits 146 SCU		

*) This course is delivered in English

**) Global Learning System Course

***) Conducted for student mobility program in Jakarta

-) Students who take minor program at BINUS Jakarta campuses are required to take Free Elective course(s) that weighs 4 credit values (4 sks).

English University Courses:

-) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.
-) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.
-) Students who take minor/mobility program/Free electives at Binus Jakarta campuses are required to take Indonesian Language, Business Ethics, and English Courses II.

-) Students who take minor/streaming program at home campus (Malang) are required to take Indonesian Language, Business Ethics, Entrepreneurial Strategy and English Courses II.

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

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1			v						v			
2					v				v			

Notes:

IN	: Internship	CD	: Community Development
RS	: Research	SA	: Study Abroad
EN	: Entrepreneurship	etc	: Study Program Special Purposes

Description:

Student will take one of enrichment program tracks

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENPR6006	Business Start-Up	8	
ENTR6962	Launching New Business	8	
ENTR6111	EES in New Business I	4	
Enrichment Program II			20
ENTR6127	Growing a Business	8	
ENTR6963	Business Funding	8	
ENTR6115	EES in New Business II	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6093	Elective Course for Study Abroad 1	4	
GLOB6094	Elective Course for Study Abroad 2	4	
GLOB6095	Elective Course for Study Abroad 3	4	
GLOB6096	Elective Course for Study Abroad 4	4	
GLOB6257	Elective Course for Study Abroad 25	4	
GLOB6097	Elective Course for Study Abroad 5	2	
GLOB6098	Elective Course for Study Abroad 6	2	
GLOB6099	Elective Course for Study Abroad 7	2	
GLOB6100	Elective Course for Study Abroad 8	2	
GLOB6101	Elective Course for Study Abroad 9	2	
GLOB6102	Elective Course for Study Abroad 10	2	
GLOB6103	Elective Course for Study Abroad 11	2	

Code	Course Name	SCU	Total
GLOB6104	Elective Course for Study Abroad 12	2	
GLOB6258	Elective Course for Study Abroad 26	2	
GLOB6259	Elective Course for Study Abroad 27	2	

**) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.*

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

No.	Course Code	Course Name	Minimal Grade
1.	CHAR6030	Character Building: Pancasila	B
2.	ENTR6101	Introduction to Entrepreneurship	C
3.	ENTR6507	Idea Generation and Opportunity Discovery	C
4.	MGMT6345	Operations Management	C
5.	ENTR6105	Business Model	C
6.	MKTG6278	Marketing Management *	C
7.	ENTR6106	New Venture Creation	C
8.	ENTR6663	Business Plan	C

**) Tutorial & Multipaper*