

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.

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	ECON6015	Macroeconomics	4	20
	MATH6048	Business Mathematics	4	
	MGMT6011	Introduction to Management and Business* - (AOL)	4	
	ENTR6016	Introduction to Entrepreneurship	4	
	ENTR6017	Idea Generation and Opportunity Discovery	4	
2	CHAR6013	Character Building: Pancasila	2	21
	ACCT6087	Introduction to Accounting	4	
	MKTG6061	Marketing Management	4	
	ISYS6181	Management Information Systems for Leader	4	
	ENTR6018	Creative & Innovative Thinking*&***	2	
	BUSS6164	Design Thinking in Business** - (AOL)	2	
	COMP6647	Excel for Business	2	
LANG6061	Indonesian	1		
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	ECON6014	Microeconomics	4	
	FINC6043	Financial Management	4	
	MGMT6069	Human Resources Management - (AOL)	4	
	STAT6078	Business Statistics I	2	

Sem	Code	Course Name	SCU	Total
3	MKTG6059	Integrated Marketing Communication	2	
	MKTG6118	Digital Marketing - (AOL)	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 - (AOL)	2/2	
	COMM6128	Business Communication - (AOL)	2	
	ENTR6020	New Venture Creation*&***	4	
	TRSM6099	Hospitality & Service Excellent	2	
5	ECON6016	Managerial Economics	4	20
	BUSS6066	Business Ethics	2	
	ENTR6033	Business Plan	4/4	
	MGMT6038	Cross Cultural Management - (AOL)	2	
	ENTR6025	Entrepreneurial Strategy	2	
	ENTR6494	Managing Growing Business**	2	
6	Enrichment Program I		15	15
7	Enrichment Program II		16	16
8	ENTR6032	Thesis - Business Start-Up Report	6	6
			TOTAL CREDIT 146 SCU	

*) This course is delivered in English

**) Global Learning System Course

-) (AOL) - Assurance of Learning Process System

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	15
ENTR6022	Developing Business Model	2	
ENTR6023	Launching New Venture	2	
ENTR6084	EES in New Business I	3	
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)

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
ACCT6105	Managerial Accounting	4	4	ACCT6087	Introduction to Accounting	4	2
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	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	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

