



# UDAYANA UNIVERSITY

Republic of Indonesia State University

## FACULTY OF ECONOMICS AND BUSINESS INSTITUT OF INTERNATIONAL BUSINESS STUDIES NETWORK

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### **IBSN PROGRAM (MA.04) Syllabus Multinational Entrepreneurship, MA**

This course is composed on Master level. It is part of different full degree study programs at Udayana University.

- A. Objective
- B. Method of Instruction
- C. Study Plan
- D. Reference Textbooks
- E. Course Assessment
- F. Workload
- G. ECTS
- H. Lecturer

#### **A. Objective:**

The course is designed to prepare a ground where the student view multinational entrepreneurship as desirable and feasible career option. This course explains the concepts of entrepreneurship, the role of entrepreneur in economic both in developed and developing countries. It is also explains the role of creativity in entrepreneurship, innovation and its management and the entrepreneurial process such as critical factors for starting a new enterprise, evaluating opportunities for new business and ingredients for a successful new business. The course brings together the basics of innovation management and the most important current challenges: for example, open innovation, creativity and entrepreneurship and service innovation.

After studying the topics in this course student will be able to understand what entrepreneurs are like, what entrepreneurs do, why and how to be an entrepreneur, how to manage the innovation, and building business plan. The student will also be able to understand business skill needed by the entrepreneurs.

#### **B. Method of Instruction:**

Combination of lectures, group discussion and presentation, case studies, individual and group assignment are applied in the learning process.

### C. Study Plan:

Week	Topics
1	<p><b>Repetition of Entrepreneurship</b>            This topic provides an introduction into international entrepreneurship. By the end of this section the students should be able to :</p> <ul style="list-style-type: none"> <li>• understand the fundamental nature of global entrepreneurship</li> <li>• understand several types of entrepreneurs in an international content</li> <li>• understand entrepreneurial role models</li> <li>• understand the characteristics of entrepreneurs</li> <li>• understand the role of entrepreneurs in the economy</li> </ul> <p>understand the multinational and strategic entrepreneurship</p>
2	<p><b>The Entrepreneurial Process</b>            There are several factor that determine and influence someone to be an entrepreneur, both internal and external factors. By the end of this topic the student will be able to :</p> <ul style="list-style-type: none"> <li>• identify and explain steps of entrepreneurial process</li> <li>• explain factors that influence at each step of entrepreneurial process</li> </ul>
3	<p><b>Innovation and Its Management</b>            Innovation is the process by which the opportunities that have been identified through individual and organizational creativity are exploited. In this topic students will discuss the nature and role of innovation, its impact in different types of organizations and the benefits it creates for a wide range of stakeholders. By the end of this topic the student will be able to :</p> <ul style="list-style-type: none"> <li>• identify the nature of innovation and appreciate its role in entrepreneurial activity</li> <li>• evaluate the stakeholder benefits that result from the opportunities identified and exploited</li> <li>• understand the categories and dimensions of innovation and the features of the innovation process</li> <li>• compare the alternative innovation stances</li> <li>• understand the critical success factors in innovation and the reasons for failure</li> </ul>
4	<p><b>Leadership and motivation for the Entrepreneur</b>            The entrepreneur is a leader in their company. They have to lead themselves and also lead their team in the company. Entrepreneurs need power to motivate. After studying this topic student will be able to :</p> <ul style="list-style-type: none"> <li>• understand several types of leadership</li> <li>• understand several power can be used to motivate the employee</li> </ul>
5	<p><b>Business Skill for Entrepreneur : Marketing and Organization Ownerships</b>            Marketing is the only business function that creates money for the company, since the other functions only spend the money. There are several concepts of marketing and marketing strategy that should be understand by the entrepreneur. By the end of this</p>

	<p>chapter, student will be able to :</p> <ul style="list-style-type: none"> <li>• understand the marketing concepts in a global content</li> <li>• understand segmentation, targeting and positioning strategies</li> <li>• understand the marketing mix strategies</li> <li>• understand several types of organization ownerships</li> </ul>
6	<p><b>Business Skills for Entrepreneur : Basic Financial Reports</b>  Business performance and development must be reported through financial reports. By studying this topic, student will be able to :</p> <ul style="list-style-type: none"> <li>• understand the basic concepts of financial report</li> <li>• calculate basic financial ratios and its meaning in their business</li> </ul>
7	<p><b>Strategies for expanding the Venture:</b>  Goal Setting-Vision, Penetration, Diversification, Five Forces Model</p> <p>By the end of this chapter student will be able to :</p> <ul style="list-style-type: none"> <li>• determine goal and vision of a business</li> <li>• understand penetration and diversification strategies for developing the business including pricing</li> <li>• understand the five forces that influence the company's success</li> </ul>
8	<p><b>Business Plan Development : The Concept</b>  Educated entrepreneur should make plan for starting and developing their business. By studying this topic student will be able to :</p> <ul style="list-style-type: none"> <li>• understand how to write a business plan</li> <li>• reasons for developing a business plan</li> <li>• understand components and format of a business plan</li> <li>•</li> </ul>
9	<p><b>Entrepreneurship Case Study</b>  Working in teams</p>
10	<p><b>Business Plan Presentation</b>  By the end of this topic, student will be able to present and discuss their business plan: Part 1</p>
11	<p><b>Business Plan Presentation</b>  Presentation: Part 2</p>
12	<p><b>Summary of Course</b></p>

**1. D. Reference Textbooks:**

1. Kotler, Philip and Keller, Kevin L.: Marketing Management, New Jersey, 2015
2. Harrington, James H. and Harrington, Richard: Creativity, Innovation and Entrepreneurship, The Only Way to Renew Your Organization (Management for Results), New York 2017

3. Bygrave, William D. and Zacharakis, John: The Portable MBA in Entrepreneurship, Vancouver 2009
4. Rae, David: Entrepreneurship: From Opportunity to Action, New Jersey 2007
5. Robin Lowe and Sue Marriott, Enterprise : Entrepreneurship and Innovation, Concepts, Contexts and Commercialization, Amsterdam.2012
6. Zimmerer, Thomas W., Norman M. Scarborough and Doug Wilson: Essential of Entrepreneurship and Small Business Management, New Jersey.2009

**E. Course Assessment**

1. Active participation	5 %
2. Group Case Studies	15 %
3. Group and individual assignment	30 %
4. Written examination	50 %

**F. Workload**

Workload: in class 24 hours, in total 146 hours  
Attendance: 75% (signature)

**G. ECTS**

6 ECTS

**H. Lecturer**

Prof. Dr. I Made Wardana, SE., MP  
Drs. I Gde Ketut Warmika, MM

**Notice:** all lecturers in the M.A. program are full accredited at UDAYANA UNIVERSITY. They have been appointed to the Faculty of Economics and Business with all duties and rights.

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