GoBali Study Abroad

UNIVERSITAS UDAYANA

COURSE SYLLABUS · BUSINESS & TOURISM

Entrepreneurship

Udayana University | 5 ECTS | Taught in English | Bachelor level

COURSE SYLLABUS · BUSINESS & TOURISM

Entrepreneurship

CODE	CREDITS	LANGUAGE	LEVEL
CE 1/3	5 ECTS	English	Bachelor

LECTURER	EXAMS
Drs. I Gde Ketut Warmika, MM	Written mid-term and final Test

Description

This course explains the basic concepts of entrepreneurship, the role of entrepreneurs in the economy, creativity and entrepreneurship, and the entrepreneurial process, including the critical factors for starting a new enterprise, evaluating opportunities for a new business and the ingredients of a successful new business.

Learning objectives

After this course, students understand what it means to be an entrepreneur, why it matters and how to become one, by studying leadership and business skills and by building a business plan.

Weekly topics

1	Introduction, Overview, Basic Concepts of Entrepreneurship
2	The Entrepreneurial Process
3	Starting a New Venture; New Ideas, Opportunity Recognition, Problem Solving
4	Leadership and Entrepreneurship
5	Business Skills for Entrepreneurs: Marketing and Organization
6	Business Skills for Entrepreneurs: Basic Financial Reports
7–8	**Mid-term exam**
9	Business Plan Development: The Concept
10	Preparing and Developing the Business Plan: Group Assignment
11	Expanding the Venture: Goal Setting and Vision, Penetration, Diversification, Five Forces Model
12	Business Plan Presentation
13	Business Plan Presentation
14	Business Plan Presentation
15	Business Plan Presentation

Grading

Individual Participation, Assignments	**50%**
Mid-term and final Test	**50%**

Books and other sources

1. Bygrave, William D. 1994. *The Portable MBA in Entrepreneurship*. John Wiley & Sons.
2. Kotler, Philip. 1998. *Marketing Management*. New Jersey: Prentice Hall International.
3. Zimmerer, Thomas W., Norman M. Scarborough and Doug Wilson. 2008. *Essentials of Entrepreneurship and Small Business Management*. New Jersey: Pearson Education.

Udayana University, Center for International Programs, Bali, Indonesia.

GoBali and the GoBali logo are registered trademarks of Go Abroad Study Programs Pte. Ltd. More about GoBali: www.gobali.org

© 2026 Go Abroad Study Programs Pte. Ltd., Singapore.