



GoBali Course Guide



More information about the GoBali program is available on the Internet (<http://www.gobali.org>).

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Entrepreneurship:

Code:
CE 1/3

ECTS:
5

Language:
English

Lecturer:
Drs. I Gde Ketut Warmika,MM

Description:

This course explains the basic concepts of entrepreneurship, the role of entrepreneur in economic, creativity and entrepreneurship 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.

Learning Objective:

After studying the topics in this course student will be able to understand what, why and how to be an entrepreneur by studying leadership, business skills and building business plan.

Subjects Covered:

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 Skill for Entrepreneur: Marketing and Organization
6. Business Skill for Entrepreneur : Basic Financial Reports
9. Business Plan Development: The Concept
10. Preparing and Developing the Business Plan: Group Assignment
11. Expanding the Venture: Goal Setting-Vision, Penetration, Diversification, Five Forces Model
12. Business Plan Presentation
13. Business Plan Presentation
14. Business Plan Presentation
15. Business Plan Presentation

Exams:

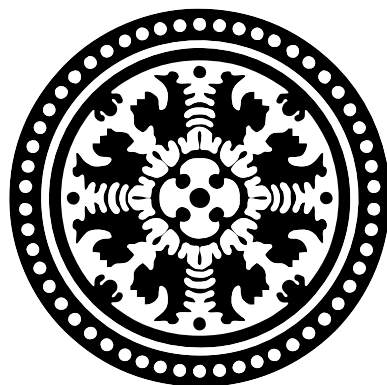
Written Mid and Final Test

Grading:

Individual Participation, Assignments	50%
Mid and Final Test	50%

Books and other Sources:

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



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