

COURSE SYLLABUS
ENGLISH LANGUAGE AND LITERATURE PROGRAM
INDONESIA UNIVERSITY OF EDUCATION

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Course Title: Entrepreneurship
Total Credit: 3
Time: Tuesday/13.00-15.40/159
Wednesday/13.10-15.40/198
Lecturer: Dr. Didi Sukyadi

Course Description

This course is aimed to provide the course participants opportunity to broaden their perspectives about the basic concepts of entrepreneurship, spirit of entrepreneurship, and get the experience of an entrepreneur. During the course the course participants will read materials related to entrepreneurship, learn from entrepreneurs and try to feel and experience as entrepreneurs feel and experience. They will talk with entrepreneurs and become apprentice of entrepreneurs.

Course Objective

At the end of the course, the course participants are expected to be able to:

- 1) Understand the basic concepts of entrepreneurship.
- 2) Know how to prepare to be an entrepreneur.
- 3) Do a business feasibility study.
- 4) Experience to be an entrepreneur.

Assessment

The assessment will be based on the attendance, mid test, final test, assignment, and presentation. The final assessment will be based upon the results of apprenticeship conducted before semester ended in the form of a report. Course participants are also expected to produce a product that can be include as an entrepreneur activity. Attendance will be weighted 5%, presentation 10%, assignment 20%, UTS 20%, UAS 20%, apprenticeship 25%.

Topics of Discussion

Session	Topics	Chapter
1	Introduction: Course policies Motivation building	-
2	Presentasi 1 Konsep dasar kewirausahaan	2
	Presentasi 2 Mengenal potensi kewirausahaan	3
3	Presentasi 3 Faktor-faktor pendorong kewirausahaan	4
	Presentasi 4 Bentuk-bentuk wirausaha	5

4	Presentasi 5 Manajemen dan pemasaran	6
	Presentasi 6 Kemitraan dalam berwirausaha	7
5	Presentasi 7 Kiat-kiat keberhasilan wirausaha	8
	Presentasi 8 Studi kelayakan wirausaha	9
6.	Presentasi 9 Studi kasus kewirausahaan (The Toyota Way)	Internet
	Presentasi 10 Studi kasus kewirausahaan (The Google Way)	Internet
7.	Presentasi 11 Studi kasus kewirausahaan (Mustika Ratu)	Internet
	Presentasi 12 Studi kasus kewirausahaan (Bakrie & Brothers)	Internet
8.	UTS	
9.	Entrepreneur goes to Campus (Bisnis pendidikan)	MI Asih Putera
10.	Entrepreneur goes to Campus (Foto copy)	Lotus Copy center
12.	Intrapreneur goes to Campus (Novel author)	Nita Novianti
13.	Magang Wirausaha (Week 1)	-
14.	Magang Wirausaha (Week 2)	-
15.	Penyusunan laporan magang	-
16.	UAS	

Course Policies:

- 1) Students and lecturers should come to the class on time.
- 2) Teacher's coming late will be tolerated not more than 15 minutes.
- 3) Students' coming late will be tolerated not more than 10 minutes.
- 4) Students coming late after attendance checked will be considered as absent.
- 5) Students should wear a proper and acceptable dress.
- 6) Students who are disrupted will be dismissed from the class.
- 7) Students who do not do the assignment will be expelled from the class.
- 8) Students whose attendance is less than 80% will not be able to join Mid and Final test.
- 9) Students submitting non original assignment will not be accepted
- 10) Students who cheat during the exam or commit plagiarism will be failed.
- 11) Late assignment will not be accepted.