

# Business Law and Contract

Offered by: Bachelor of Entrepreneurship

Course Code: MK 3201	Credits: 3 SKS (4.5 ECTS)	Semester: 1 (2016/2017)
Description	<p>Business activity assumes human involvement in it, and that exactly becomes the reason why it is very close with ethical and legal matter. The law consists of rules that regulate the conduct of individuals, businesses and other organization within society. It is intended to protect persons and their property from unwanted interference from others. In other words, the law forbids persons from engaging in certain undesirable activities. The law, thus, serves as a scheme of social control of the business community. In any event it is important that one bear in mind that law is not simply a statement of rules of conduct but it is also the means whereby remedies are afforded when one person has wronged another. It is about the spirit behind it, that is ethics. Although much of the law is based on ethical standards, not all ethical standards have been enacted as law. The law establishes a minimum degree of conduct expected by persons and businesses in society. Ethics demand more. Business people owe a duty to act ethically in the conduct of their affairs, and businesses owe a responsibility not to harm the society. Which means that in making the decisions there should always be considered the element of risk to meet the social responsibility obligations, whereby the decision taken shall not abides the law and ethics because it was made to hinder deception and fraud. This condition leads to the importance of the understanding the side of social contract in business that bond involved parties, ethically and legally, is needed so the students can make use of it in supporting their business activity. Understanding of ethics and law in business activity is essential since both affect and regulate how people interact with each other in social life, including business activity, so the business activity can run smoothly and prosper involving parties, and also support the sustainability of the business organization. There will be lectures and tutorial sessions.</p>	
Objectives	<p>Making sure that future entrepreneurs from SBM ITB's Undergraduate Program have an excellent understanding of ethical and legal aspects of business and means to secure their business is very crucial. It is not because they know what is ethics and what is law, but they can autonomously identify and assess ethical and legal issues in a situation they face, and furthermore making decision by using ethical and legal reasoning as a moral agent.</p>	

# Business Model and System Development

Offered by: Bachelor of Entrepreneurship

Course Code: MK2002	Credits: 4 SKS (6 ECTS)	Semester: 1 (2016/2017)
Description	This course covers designing visible system for describes how an organization creates, delivers and captures value. Students will analysis business planning and understanding this process through business model. Business Modeling will assist the students to understand the range of business model in many industries and to create appropriate route to the market. It will consider the relationship that the originator of the creative idea has to the production, distribution and the customer and uncover this relationship to “reward”. This course will introduce the student to a range of business modeling tools, and provide insight in to the characteristics of successful entrepreneurs and enterprises. In this course, students will be directly involved in creating their own business model and proposing a business opportunity. Students are also encouraged to work in teams of 4 to 5 people.	
Objectives	After completing this course, students will have some skills/competencies: <ul style="list-style-type: none"><li>- Solve the problem (Thinking)</li><li>- Manage the business (Entrepreneurial)</li><li>- Designing system and visible business model</li><li>- Doing research, Priority and feasibility venture</li></ul>	

# Communication and Business Negotiation

Offered by: Bachelor of Entrepreneurship

Course Code: MK3103	Credits: 3 SKS (4.5 ECTS)	Semester: 1 (2016/2017)
Description	<p>There are no organization (including start-up business) exist solely in isolation with one member who has no contact with anyone or anything. Especially in a highly competitive business situation, a single competitive method is no longer effective way to survive in this situation. A collaborative or win-win solution that accommodates each stakeholder's interest has become a better approach to survive and sustain in business. To be able to create a collaborative or win-win solutions, a good communication and good negotiation skill is a need. Even though communication and negotiation are an art, but it also a skill. An exercise is needed to develop the ability to communicate and negotiate. The goals of this course are to help students to: (1) understand the role of communication in business setting, especially to enter the negotiation setting, (2) understand the nature of negotiation including the influence of human interests, goals, perceptions, and emotions, (3) to develop skills and confidence as a negotiator, and (4) to provide student with experience in the negotiation process in a variety of contexts. There will be lectures, case exercises, and roleplays.</p>	
Objectives	<ol style="list-style-type: none"><li>1. Understand the concept of communication in business setting and types of business communication (LO1.1)</li><li>2. Students able to analyse the problem in business setting related to communication and analyse the interest of opposite parties in business negotiation setting (LO3.2)</li><li>3. Students understand and know the role of communication and interests of each parties/stakeholders in business setting (LO3.5)</li><li>4. Student apply their knowledge regarding communication in business setting and their knowledge of business negotiation in their business context (LO 4.2)</li><li>5. Student apply their skills in term of communication in business setting and negotiation strategies in their business context (LO4..3)</li></ol>	

# Creativity and Innovation

Offered by: Bachelor of Entrepreneurship

Course Code: MK 3019	Credits: 3 SKS (4.5 ECTS)	Semester: 1 (2016/2017)
Description	<p>Your organization is already filled with creativity—the challenge is cultivating and harnessing its full potential. Fortunately, every organization already has a rich source of creativity readily available to it: its employees. A brilliant idea can come from anywhere so tapping into the diverse perspectives of your workforce can lead to extraordinary results. When company tries to translate creativity into innovative products, services and business solutions, it is possible because of its carefully crafted environment that fosters idea generation and implementation. Innovation is possible when individual creativity and organizational processes are successfully integrated. Innovations are not always huge changes either—sometimes the most impactful advancements are incremental improvements over time. Through this course, students learn the important connection between effective leadership and a culture designed to foster continuous creativity and innovation. During this course, learn techniques to capitalize on employees’ diversity and uncover new solutions to business challenges, great and small. Creativity and Innovation is a course that gives the knowledge and skill related to creative thinking and innovation attempt. Through this course, students of Bachelor Management will learn about the available tools for creativity and how to create an innovative ideas and business model. After they learn about the theory, the students will try to create a business or product idea including its innovative business model. There will be lectures, discussions, and student presentations.</p>	
Objectives	<ul style="list-style-type: none"><li>•Students understand the concept and the scope of Creative thinking and innovation</li><li>•Students will be able utilized creativity tools, design thinking tools, business model canvas and integrate all of them to create innovative business idea</li></ul>	

# Environmental Management System

Offered by: Bachelor of Entrepreneurship

Course Code: MK 4101	Credits: 2 SKS (3 ECTS)	Semester: 1 (2016/2017)
Description	This course covers mainly about the sustainable development concept and its practices in business ecosystem concepts. This course provide student awareness, knowledge and skill how the concept of sustainable business implemented to become real actions, not just a theoretical issues. There are five aspects to learn during the class: 1) sustainability concept, 2) Environmental Assessment; 3) Life Cycle Assessment; 4) Design for environment (DfE); 5) Environmental Valuation. In this course, there will be lectures, class discussions, and a field work (project), including an environmental campaign and a project with small business.	
Objectives	Upon participating in the course, students are expected to: <ul style="list-style-type: none"><li>•Improve student awareness of today environmental issues</li><li>•have a good understanding on global environmental problems that may affect their future business operation.</li><li>•understand the important connection of the environmental with their business sustainability</li><li>•be able to critically analyze problems within the business sectors in their attempt on implementing environmentally friendly approach.</li><li>•Student can implement environmental friendly approach in their business using the tools introduced during the course</li></ul>	

# Micro and Small Business

Offered by: Bachelor of Entrepreneurship

Course Code: MK2201	Credits: 3 SKS (4.5 ECTS)	Semester: 1 (2016/2017)
Description	<p>Students are provided an opportunity to work with a small business on a consulting basis. Problem areas are identified and students, normally in teams, analyze the problem area(s) for the duration of the semester. At the conclusion, a written report is prepared and an oral presentation of the findings is made to the business owner. The student consulting activity is supported with classroom lectures. This course is intended to introduce students to the micro and small of business. It provides a bridge between the theoretical mindset and the real business. This micro and small business course is required for all second-year students: entrepreneurship. The teaching methods employed in this course are mainly in the form of lectures. Given the course's emphasis on giving students perspectives on the realities of activity in micro and small business, in order to motivate students to do business with values in mind.</p>	
Objectives	<p>By take past of this class, the students are expected have following knowledge and capability</p> <ul style="list-style-type: none"><li>-able to identify opportunities; to manage and allocate resource and team; and to assess and develop business feasibility through the process of design thinking, business planning and model.</li><li>-able to develop their entrepreneurial attitude in term of risk talking, resilience, and persistence</li></ul>	

# Production System and Technology

Offered by: Bachelor of Entrepreneurship

Course Code: MK2101	Credits: 3 SKS (4.5 ECTS)	Semester: 1 (2016/2017)
Description	<p>The main goal of this course is to learn how to deliver a firm's goods and services in the most effective manner. A great deal of focus is on efficiency and effectiveness of processes. At the fundamental level, it deals with getting the day-to-day work done quickly, efficiently, without errors, and at low cost. And this is a critical responsibility of entrepreneur as well as manager. Therefore, for those who want to be a great entrepreneur, this course is a compulsory. This course is suitable for students who would be entrepreneur or an entrepreneur who already running his/her business. It aims at teaching and developing the following competences: (1) Knowledge about analyzing, designing and operating processes that deliver a firm's goods and services in a manner that matches customer's expectation, (2) Ability to select and use frameworks and tools, to prepare for, manage, and grow a start-up business, and develop interpersonal skills for networking, and (3) entrepreneurial, ethical, and global mindset. There will be lectures, in-class exercises, case discussions and in-class games.</p>	
Objectives	<ol style="list-style-type: none"><li>1. Develop competence on understanding the technology and operational process needed to start a new business</li><li>2. Develop competence on designing 10 operations strategy (e.g., product service design, quality management, process capacity design, location selection, layout design, human resource and job design, supply-chain management, inventory, scheduling, and maintenance)</li><li>3. Develop competence on solving problem in the technology and operational management area</li><li>4. Develop competence on using tools to support the decision making on technology and operational management area</li></ol>	

# Sales and Marketing

Offered by: Bachelor of Entrepreneurship

Course Code: MK2104	Credits: 3 SKS (4.5 ECTS)	Semester: 1 (2016/2017)
Description	<p>Marketing is one of the principal courses for undergraduate students in business and management. This course is designed to provide students with understanding on how marketing is applied for business start-ups. Students will learn the basic concepts in marketing using cases and exercises suitable for business start-ups. The course will guide students to approach start-ups issues from the marketing strategy perspectives by gaining an understanding of basic marketing concepts. This understanding will be complemented with an introduction to consumer behavior, consumer research, and sales management topics to enable students to develop marketing strategy and marketing plan. The course is intended for students to prepare for further development of their business start-ups. Students will be introduced to basic marketing concepts, consumer behavior, simple consumer research and sales management topics. This course also provides students with experiential learning experience as they develop a marketing plan and carry out a sales exercise for their start-ups. There will be lectures, case studies and project exercises, as well as quizzes.</p>	
Objectives	<p>Upon completing the courses, students are expected to:</p> <ul style="list-style-type: none"><li>•Have a good understanding of basic concepts in marketing, consumer behavior and sales management.</li><li>•Be able to conduct simple consumer research as basis of marketing strategy formulation, particularly for start-ups.</li></ul>	