



WARMADewa UNIVERSITY

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

WIWE33M01

Winter course



ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

3 ECTS

COURSE DESCRIPTION

The Importance of Entrepreneurship. Entrepreneurial process. Distinguished from Entrepreneurship. Innovation and Entrepreneurship. Managing the paradoxes in Entrepreneurship. The place of entrepreneurship among the ten roles of the manager. Effectuation and causation logic. Entrepreneurial methods. Opportunity recognition, evaluation and exploitation. Social networks in entrepreneurship. Opportunity portfolio.

OBJECTIVES

- Provide students with an understanding of the entrepreneurial processes and mechanisms in opportunity recognition, evaluation and exploitation in starting new ventures
- Enable students to appreciate the different entrepreneurial methods and logics in entrepreneurship
- Develop the student's ability to appreciate the challenges and opportunities that entrepreneurs face in the emerging economies.

LECTURING METHODS

The course will use lecturing, discussion, and assignment methods.

ASSESSMENT METHODS

All courses will be assessed and graded according to the following criteria:

- Class Attendance 20 %
- Class Participation and Assignments 30 %
- Final Exam 50 %

REFERENCES

- Ferrel, O.C, Geoffrey Hitz, Linda Ferrel: Business, A Changing World, Ninth Edition, 2010
- Eberti, Griifin: Business Essential, Ninth Edition, 2010 Baron & Shane
- "Entrepreneurship". London: Thomson Publishing. 2005.

LECTURERS

Dr. Ketut Arnaya, M.M., Dr. Putu Ngurah Suyatna Yasa and team



LECTURE TOPICS

Week	Topic to be discussed
1	The Dynamics of Business in Emerging Economies
2	International Business Ethics
3	Entrepreneurship and Business Ownership
4	Global Context of Business
5	International Business Management
6	Entrepreneurship and Small Businesses
7	Organizing Business
8	Final Exam

WORKLOAD

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT (Master's level)

4 weeks

		Weeks per semester				TOTAL hrs
		1	2	3	4	
INDEPENDENT WORK	Homework, assignments	4	4	4	4	16
	Case studies	2	2	2	2	8
	Workshops and excursions		2	2		4
	Exam preparation			10		10
	Preparation for presentations and papers				2	2
	Preparation for class	2	2	2	2	8
	Follow-up for class	1	1	1	1	4
	Final essay paper			10		10
	Course evaluation				3	3
						65
HRS OF EXAMS					4	4
MANDATORY CLASS	Class	4	4	4	4	16
ATTENDANCE	Weekly hrs ~ 4					
TOTAL WORKLOAD PER COURSE (HOURS)						85
TOTAL ECTS						3