

Technopreneur DESCRIPTION OF COURSE UNIT

Program Studi Sarjana (S1) Desain Produk Bachelor of Industrial Design (BOID) 2018-2023



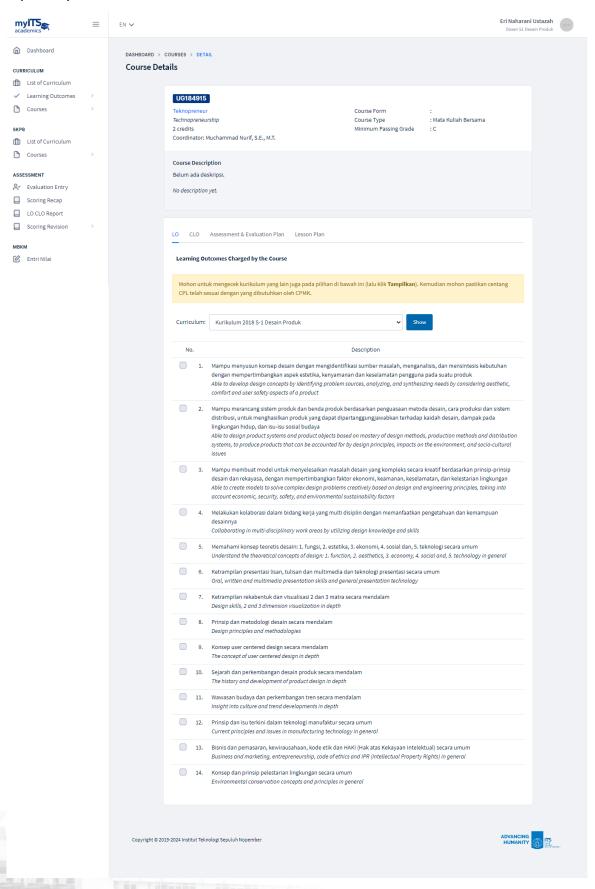
<u>Description of Course Unit</u> according to the ECTS User's Guide 2015

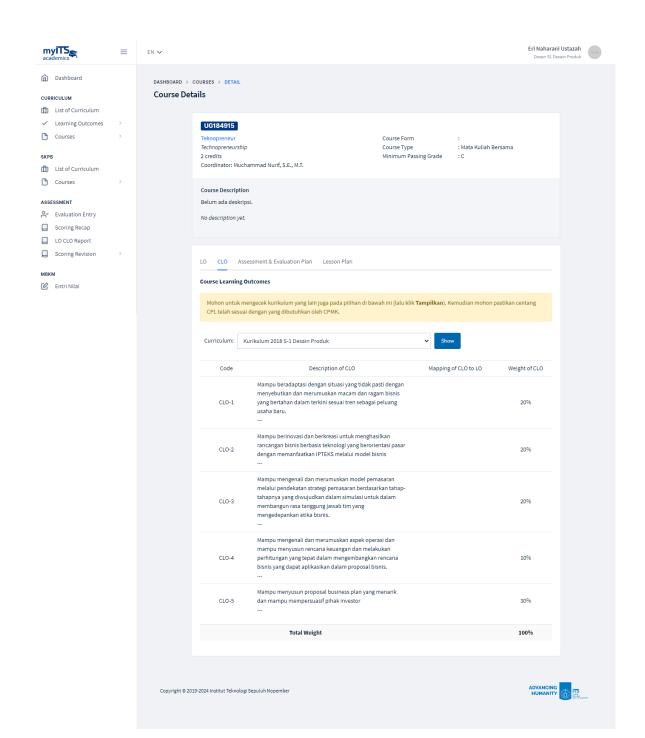
Course unit title	Technopreneur	
Course unit code	UG 4915	
Type of course unit (compulsory, optional)	Compulsory	
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor	
Year of study when the course unit is delivered (if applicable)	4 th year	
Semester/trimester when the course unit is delivered	$7^{ ext{th}}$	
Number of ECTS credits allocated	3,2	
Name of lecturer(s)	Muchammad Nurif, SE. MT.	
Learning outcomes of the course unit	 Able to adapt to the situation at hand and survive in uncertain conditions. Able to adapt to uncertain situations by calculating feasibility analysis. Able to innovate and be creative to produce market-oriented technology-based business/product designs (prototypes) by utilizing science and technology. Able to recognize and formulate marketing models and formulate the needs of HR aspects through a marketing strategy approach based on its stages which are realized in simulations to build a sense of team responsibility that prioritizes business ethics. Able to compile financial plans and formulate the needs of operating aspects can be applied in business proposals. Able to compile an attractive business plan proposal and be able to persuade investors. 	
Mode of delivery (face-to-face, distance learning)	Face-to-Face	
Prerequisites and co-requisites (if applicable)	-	
Course content	 Introduction to Technopreneur and Business Recognizing Opportunities and Creating Business Ideas Business Feasibility Developing an effective Business Model Systematics of Business Plan Writing Marketing Management Operations and HR Management 	

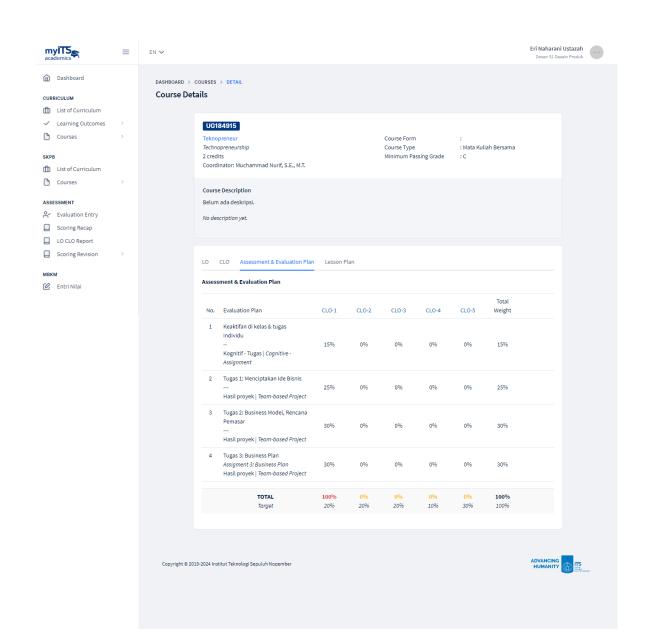
	Financial Management		
Recommended or required reading and other learning resources/tools	 Barringer, B. R., & Ireland, R. D. (2010). Entrepreneurship: Successfully launching new ventures. Upper Saddle River, N.J: Prentice Hall. International Labor Organization, Generate Your Business Idea International Labor Organization, Memulai Bisnis Osterwalder, A., Pigneur, Y., & Clark, T. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley. William, B. K., Sawyer, S. C., Berston, S., (2013). Business: A Practical Introduction. Upper Saddle River, N.J: Prentice Hall Kotler, Philips (2002). Majemen Pemasaran. Erlangga (translated edition) 		
Planned learning activities and teaching methods	Problem-Based Learning		
Language of instruction	Indonesia		
Assessment methods and criteria	Assignment, Project, Midterm Evaluation and Final Evaluation		

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CURRICULUM

List of Curriculum

List of Curriculum

Learning Outcomes

Courses

SKPB

List of Curriculum
Courses

ASSESSMENT Ar Evaluation Entry

- Scoring Recap
- LO CLO Report Scoring Revision

мвкм

Entri Nilai

DASHBOARD > COURSES > DETAIL Course Details

> UG184915 Teknopreneur Technopreneurship Course Form :
> Course Type : Mata Kuliah Bersama
> Minimum Passing Grade : C 2 credits
> Coordinator: Muchammad Nurif, S.E., M.T.

Course Description Belum ada deskripsi.

No description yet.

CLO	Assessment & Evaluation Plan Lesson Plan	
esson Plan		
Weeknum	Course Material	Learning Method
1	Pengantar Technopreneur dan Bisnis ? Mampu menjelaskan prinsip Technoprenuer dan perannya. ? Mampu mengielaskan menjelaskan Mampu mengielaskan karakterstik successful Technopreneur ? Mampu menjelaskan proses menjadi seorang Technopreneur. ? Mampu menjelaskan peranan Technopreneurship dalam masyarakat	Team-based project
2	Mengenali Peluang dan Menciptakan Ide Bisnis ? Mampu menjelaskan pentingnya memulai usaha baru ? Mampu mengidentifikasi karakteratsik personal yang diperlukan untuk mengindentifikasi peluang bisnis ? Memahami langkah-langkah kreatif dalam mengidentifikasi peluang bisnis	Team-based project
3	Kelayakan Bisnis ? Mampu menjelaskan pentingnya analisis kelayakan ide bisnis ? Mampu menjelaskan dan mengaplikasikan concept statement dan market feasibility. ? Mampu mengevaluasi kelayakan ide bisni.	Team-based project
4	PRESENTASI TUGAS 1	Case method
5	PRESENTASI TUGAS 1	Case method
6	Mengembangkan Business Model yang effektif ? Mampu menjelaskan inovasi model bisnis ? Mampu menyusun dan merancang Business Model Canvas berdasarkan ide bisnis yang telah diusulkan. ? Mampu mengevaluasi model bisnis	Team-based project
7	Mengembangkan Business Model yang effektif? Mampu menjelaskan inovasi model bisnis? Mampu menyusun dan merancang Business Model Canvas berdasarkan ide bisnis yang telah diusulkan.? Mampu mengevaluasi model bisnis	Team-based project
8	Manajemen Pemasaran - Mampu memahami aspek pasar secara keseluruhan - Memahami aspek pemasaran dan strategi pemasaran - Memahami konsep 4P Place, Product, Price Promotion - Mampu mengaplikasikan rencana pemasaran pada ide usaha	Team-based project
9	PRESENTASI TUGAS 2	Case method
10	PRESENTASI TUGAS 2	Case method
11	Sistematika Penulisan Business Plan ? Mampu menjelaskan tujuan dari business plan ? Mampu menulis business plan secara sistematis dan efektif 	Team-based project
12	Manajemen Operasional dan SDM ? Mampu menjelaskan proses bisnis dari ide bisnis yang dirancang. ? Mampu memahami bagaimana cara membuat struktur organisasi dan menyusun manajemen organisasi yang balik.	Team-based project
13	Manajemen Keuangan ? Mampu memahami fungsi aspek keuangan dari pembuatan business plan ? Mampu menghitung break even point ? Mampu menghitung kebutuhan modal kerja 	Team-based project
14	PAMERAN PRODUK TECHNOPRENEUR dikelas masing masing	Case method
15	PRESENTASI TUGAS 3	Case method
16	PRESENTASI TUGAS 3	Case method

