



**INSTITUT TEKNOLOGI SEPULUH NOPEMBER
FACULTY OF SCIENCE AND DATA ANALYTICS
DEPARTMENT OF STATISTICS
STATISTICS UNDERGRADUATE PROGRAM**

Course	Course Name	:	Technopreneurship
	Course Code	:	UG234915
	Credit	:	2 SKS
	Semester	:	VI

COURSE DESCRIPTION

This course provides students with understanding and skills to be able to identify, and evaluate technology-based business opportunities in accordance with students' areas of expertise, and develop these business opportunities. This course combines an integrated introduction to theory and hands-on experience in developing ideas and business opportunities. In the end, students are expected to be able to pour business opportunities into an effective business plan and have added value.

PROGRAM LEARNING OUTCOME

S4	Act as a citizen who is proud and loves the country, has nationalism and a sense of responsibility to the state and nation
S10	Spirit of independence, struggle and entrepreneurship
S11	Make maximum effort to achieve perfect results
S12	Work together to make the most of your potential
KU2	Able to demonstrate independent, quality and measurable performance
KU7	Able to be responsible for the achievement of group work results and supervise and evaluate the completion of work assigned to workers under his/her responsibility
KU13	Able to apply entrepreneurship and understand technology-based entrepreneurship

COURSE LEARNING OUTCOME

CLO. 1	Able to adapt to the situation faced and survive in uncertain conditions
CLO. 2	Able to innovate and be creative to produce designs or prototypes of technology-based products/services by utilizing market-oriented science and technology (e-commerce/marketplace)
CLO. 3	Able to prepare a business plan proposal that is suitable for submission to investors/funders.
CLO. 4	Responsible for one's own work and can be given responsibility for achieving team work results by prioritizing business ethics.
CLO. 5	Able and brave to take business risks with the right calculations.

MAIN SUBJECT

1. Introduction to Technopreneur and Business
2. Recognizing Opportunities and Creating Business Ideas
3. Business Feasibility
4. Develop an effective Business Model
5. Systematics of Writing a Business Plan

6. Marketing Management
7. Operational and HR Management
8. Financial Management

PREREQUISITE

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REFERENCES

1. Technopreneurship. Tim Pengembangan Technopreneurship ITS (2015). Surabaya: ITS Press.
2. Barringer, B. R., & Ireland, R. D. (2010). Entrepreneurship: Successfully launching new ventures. Upper Saddle River, N.J: Prentice Hall.
3. Osterwalder, A., Pigneur, Y., & Clark, T. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley.
4. William, B. K., Sawyer, S. C., Berston, S., (2013). Business: A Practical Introduction. Upper Saddle River, N.J: Prentice Hall
5. International Labor Organization., (2014) Start and Improve Your Business: Implementation Guide. ISBN: 9789221288060; 9789221288077 (web pdf)
6. International Labor Organization., (2015). Generate Your Business Idea. ISBN: 9789221287575; 9789221287582 (web pdf)
7. Kotler, Philip. 2010. Manajemen Pemasaran. Edisi tiga belas Bahasa Indonesia. Jilid 1 dan 2. Jakarta : Erlangga.