

## Module Handbook

Modul Name	Entrepreneurship
Modul Level	6 (Bachelor)
Abbreviation, if applicable	MNW101
Sub-heading, if applicable	-
Courses included in the module, if applicable	-
Semester/term	7/4
Module coordinator(s)	Prof. Dr. Koesnoto S., drh., MS.
Lecturer(s)	1. Prof. Dr. Koesnoto S., drh., MS. 2. Sunaryo Hadi W, drh., MP. 3. Dr. Sri Hidanah, Ir., MS. 4. Emy Koestanti S., drh., MKes. 5. Oky Setyowidodo , drh., MVet.
Language	Bahasa Indonesia and English
Classification within the curriculum	Compulsory/ <del>elective</del> course
Teaching format/class hours per week during the semester	2 class hour lecture (2 x 170 minutes lecture) x 14 weeks
Workload per semester	340 minutes lecture is divided into 100 minutes face to face interaction, 100 minutes structured activities and 140 minutes independent study;
Credit points	2 (~3.02 ECTS)
Requirements	-
Learning goals/competencies	Students are able to have an entrepreneurial spirit, leadership and produce a business plan properly and correctly
Content	This course discusses the characteristics of entrepreneurs, business opportunities, making price decisions, marketing strategies, HR development, techniques for conducting business negotiations and how to develop a business plan.
Softskills attribute	Leadership, communication
Study/exam achievements	Final exams (33.3%), midterm exam (22.2%), assignment (16.7%), quizzes (16.7%) and soft skill (11.1%).
Forms of media	Computer, computer projector, white board, AULA (Airlangga University e-Learning Application)
Literatures	1. Wiratmo,M. 2001. Pengantar Kewiraswastaan. PT. BPFE-UGM 2. Ciptono, F. 2002. Strategi Pemasaran. Penerbit Andi Yogyakarta

	<ol style="list-style-type: none"><li>3. Buchari, A. 2005. Kewirausahaan untuk Mahasiswa. Ed Revisi. Penerbit ALFE BETA Bandung. Tindall, Eastbourne.</li><li>4. Tabbu CR. 2001. Penyakit ayam dan penanggulangannya. Vol. 1-2.</li></ol>
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