

Curriculum 4th Semester
School of Business and Management
Institut Teknologi Bandung
Entrepreneurship Program

CURRICULUM STRUCTURE

Semester IV			
	Code	Course Nama	SKS
1	MK2002	Business Model and System Development	4
2	MK2101	Operation and Production Technology	3
3	MK2202	Managerial Accounting	3
4	MK2201	Small and Micro Enterprises	3
5	MK2104	Sales and Marketing	3
6	MK4101	Environmental Management System	2
		Total	18

YEAR 2 (TWO) – 4th SEMESTER

<MK 2101> Operation and Production Technology

Course Code: MK 2101	Credit: 3 SKS	Semester: IV
Syllabi	This course helps students learn the process and production activities carefully so that students have a good knowledge of the concept and practice to be able to create a new venture run by efficient production process. Operations and technology industries to discuss on matters relating to the operations or production that converts inputs into outputs in accordance with the wishes of consumers.	
Description	This study is to provide all business and management graduates who have an overview of operations management. Operations include the parts of an organization that is responsible for producing the goods and services we consume. Operation is the process in which people, capital, and materials (inputs) are combined to produce goods and services (output). This course discusses the issues of product design, capacity planning, process flow for inventory and quality control. This study may provide insight into the decisions made production manager that can affect the performance of long-term and short-term performance of the organization	
Outcomes	<ol style="list-style-type: none"> 1. Students can explain again about the basic theories and concepts of operations management 2. Students can demonstrate the key factors in operations management 3. Students can produce (define) the design of goods and services that meet customer expectations 4. Students can design operation process for a firm of goods or services in the relevant interest of student entrepreneurship. 	
Pustaka	<i>Operations Management</i> 9 th Ed. (2008), pengarang Heizer and Render. [pustaka utama], Schroeder, Roger G (2000), Operations management: contemporary concepts and cases, McGraw-Hill, Int. Ed, Boston	

<MK 2104> Sales and Marketing

Course Code: MK 2104	Credit: 3 SKS	Semester: IV
Syllabi	The purpose of this subject is to provide a systematic knowledge on sales and marketing in order to create function that interacts and contributes to a firm.	
Description	<p>Presents basic knowledge of Sales and marketing and how it is used in a company and how it integrates with other divisions in a company.</p> <p>Provides basic philosophy and knowledge about Customer Relationship Management (CRM).</p> <p>Present The Strategic Marketing System as a framework for the marketing role in a company.</p> <p>Explain the Marketing Mix and how the tools are used.</p> <p>Provides knowledge to design and manage firm's sales strategy.</p> <p>Provides knowledge in order to adapt in this current changing trend era.</p>	
Outcomes	<p>At the end of the semester, students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Understand and implement the Sales and Marketing Strategy System 2. Understanding the importance of consumer behavior study. 3. Designing marketing strategies on the terms of segmentation and target market. 4. Understand and apply the marketing mix strategy. 5. Understanding how sales and marketing strategies can affect the entire strategy. 6. Identify the different types of sales strategies. 7. Understand and apply sales process management strategy. 8. Appreciate and apply ethics in sales and marketing. 	
Support Activity	Group projects and Tutorial	
Pustaka	<p>Kotler, Philip and Armstrong, Gary – Principles of Marketing Global Edition 14E; Pearson Education Limited, Essex, England 2012 (Pustaka Utama)</p> <p>Tanner Jr, J. F., Honey cutt Jr, E. D., and Erffimeyer, R. C. - Sales Management (Shaping Future Sales Leaders) International Edition; Pearson Prentice Hall. 2009 (Pustaka Utama)</p> <p>Cron L. William and Decarlo E. Thomas – Sales Management (Concepts and Cases) International Student Version Edition 10; John Wiley & Sons 2012 (Pustaka Utama)</p> <p>George Breen and A. B. Blankenship – Marketing Research (McGraw Hill, New York 1989) (Pustaka Pendukung)</p> <p>Henry Assael – Consumer Behavior and Marketing Action (South Western College Publishing, Cincinnati 1998) (Pustaka Pendukung)</p> <p>James Engel and Roger Blackwell and Paul W. Miniard – Consumer Behavior 7th Edition (The Dryden Press, Harcourt Brace Javanovich College Publications, Tokyo 1993) (Pustaka Pendukung)</p> <p>Kevin Roberts – Lovemarks: The Future Beyond Brands (Saatchi & Saatchi, New York 2004) (Pustaka Pendukung)</p> <p>Emanuel Rosen – The Anatomy of Buzz (Random House, New York 2000) (Pustaka Pendukung)</p> <p>Donald A. Norman- Emotional Design (Perseus Books Group, New York 2004) (Pustaka Pendukung)</p>	

<MK 2002> Business Model and System Development

Course Code: MK 2002	Credit: 4 SKS	Semester: IV
Syllabi	This course focuses on business model generation in terms of developing and creating a new business model.	
Description	The course is motivated by increase in the need for innovation in business model in order to face the increasing competition challenges. This course is aimed for understanding, mapping, analyzing, innovating and creates a strategy to face the current business condition challenge. The class simulation and group task are intensively practiced at the end of each lecture.	
Outcomes	<ul style="list-style-type: none"> a. Develop analytical skill and critical thinking in understanding current business condition b. Develop knowledge in terminology, classification, and trend of new business through the course activity c. Develop new concept of business model generation d. Develop creativity in order to create an innovative business model 	
Support Activity	Practicum	
Reference	[Osterwalder, A. Pigneur, Y. <i>Business Model Generation</i> . John Wiley & Sons, 2010] ([<i>Pustaka utama</i>])	
	[Berman, J, S. <i>Not For Free. Revenue Strategies for a New World</i> . Harvard Business Review Press, 2011] ([<i>Pustaka pendukung</i>])	
	[<i>Penulis, Judul, Edisi, Penerbit, Tahun terbit</i>] ([<i>Pustaka utama/alternatif/pendukung</i>])	

<MK 2201> Small and Micro Enterprises

Course Code: MK 2201	Credit: 3 SKS	Semester: IV
Syllabi	This course introduces students to the basics concepts and practices of Small and Medium enterprises. Students can gain an understanding of how to establish and manage a small and medium enterprises.	
Description	This course introduces students to the basics concepts and practices of Small and Medium enterprises. Students can gain an understanding of how the entrepreneurial profile in Indonesia, International Growth of SMEs, Enterprise Policy and Government, Strategic Management and the Entrepreneur Intervention, Designing a Competitive Business Model, Choosing a Form of Ownership , Conducting a Feasibility Analysis and Crafting Business Plan, Franchising, Entrepreneurial Teams, The Role of Networks in the International Growth of SMEs	
Outcomes	<ul style="list-style-type: none"> 1. Understand the concepts and practices of Small and medium enterprises 2. Understand the role of Small and medium enterprises 3. Develop Small and medium enterprises 	
Reference	<ul style="list-style-type: none"> 1. Matthias Fink, Sascha Kraus, “The Management of Small and Medium Enterprises”, 1st Edition, Routledge, 2009. 2. Simon Bridge , Ken O'Neill , Frank Martin, “Understanding Enterprise: Entrepreneurship and Small Business” 3rd edition, Palgrave Macmillan, 2009. 3. Norman M. Scarborough, Douglas L. Wilson, Thomas W. Zimmerer, “Effective small business management: an entrepreneurial approach”, Pearson Prentice Hall, 2008. 4. Thomas W. Zimmerer, Norman M. Scarborough, “Essentials of Entrepreneurship and Small Business Management”, Pearson Prentice Hall, 2008. 5. Niina Nummela, “International Growth of Small and Medium Enterprises”, Routledge 2010. 	

<MK 2202> Managerial Accounting

Course Code: MK 2202	Credit: 3 SKS	Semester: IV
Syllabi	Managerial accounting discuss management accounting information which includes information on costs, revenues and assets, which form the basis by management in decision-making in the areas of planning, coordination and control of business organizations	
Description	<p>Financial Accounting stresses accounting concepts and procedures that relate to preparing reports for external users of accounting information. In comparison, Managerial Accounting stresses accounting concepts and procedures that are relevant to preparing reports for internal users of accounting information.</p> <p>Virtually, all managers need to plan and control their operations and make a variety of decisions. Managerial Accounting provides the information needed for planning, control, and decision making.</p> <p>Managerial Accounting includes cost concepts and classifications, costing systems and procedures, cost allocation and ABC system, cost-volume-profit analysis, standard costs and variance analysis.</p>	
Outcomes	<p>The student is able to:</p> <ol style="list-style-type: none"> 1. Identify and classify all items costs incurred in the company or organization 2. Calculate and analyze all kinds of the costs to provide all information required by the management costs for the planning, control, and decision-making 	
Support Activity	Practicum	
Reference	<ol style="list-style-type: none"> 1. Jiambalvo, James, Managerial Accounting, John Willey & Sons, Inc., 2007 (Pustaka utama) 2. Garrison Ray H. Managerial Accounting – Concept for Planning, Control, Decision Making (Pustaka pendukung)Henry Assael -<u>Consumer Behavior and Marketing Action</u> (South Western College Publishing, Cincinnati 1998) (Pustaka Pendukung) 3. Weygant, Jerry J. & Donald E. Kieso & Paul D. Kimmel, Managerial Accounting – Tool for Business Decision Making, John Wiley & Sons, Inc., 2008(Pustaka pendukung) 	

<MB 3001> Environmental Management System

Courses Code: MB 3001	Credit: 2 SKS	Semester: IV
Syllabi	This course is intended to give insight and knowledge in implementing environmental awareness into business ventures and build strategy to compromise with any obstacles and challenge in the implementation	
Description	The general objective of this course is to raise awareness on environmental issue, as it grows important for business. The degrading environmental quality has effected business and its way of making profit, either as restrictions or guidance. This course includes in general introduction to principal of ecology, framework of Environmental Management System, and principle of Sustainable Development. Students are also introduced to tools in EMS that are common and used widely, also complied with the government regulation in Indonesia. These tools are aimed to provide knowledge of different procedure in managing environmental problem and issues	
Outcomes	<p>Upon completion of the course, students are expected to;</p> <ul style="list-style-type: none"> • Understand the relation of business activities and environment condition • Have basic knowledge about the tools in applying environmentally friendly business. • Able to critical analyze problems that facing by business sectors in their attempt on implementing environmentally friendly concepts 	
Support Activity	Environmental observations, field trips, movie review	
Reference	Barrow, JC (2006) Environmental Management for Sustainable Development. Routledge Taylor & Francis Group Publishing. New York (PustakaUtama)	
	Surma.T.D, Famiola. M (2004) Kawasan Industri Ramah Lingkungan .Rekayasa Sain, Bandung (PustakaUtama)	
	Russo, Michael V (2009) Environmental Management Readings and Cases. Sage Publishing, Inc. USA. (PustakaPendukung). Daniel D.chiras (2001). Environmental; Science. Cereating a Sustainable future. John n Barlette Publisher. United State	