



**Diponegoro University**  
**Faculty of Science and Mathematics**  
**Undergraduate Program Of Chemistry**

Module designation	<b>Entrepreneurship (KWU)</b>
Semester(s) in which the module is taught	7
Person responsible for the module	Agung Budiatmo, S.Sos., M.M. Dra. Apriatni Endang Prihatini, M.Si
Language	Indonesian
Relation to curriculum	Compulsory/ <del>elective</del> / <del>specialisation</del>
Teaching methods	Lecture
Workload (incl. contact hours, self-study hours)	Face to Face = 1x(2x50") Discovery Learning + Cooperative Learning = 1x(2x60"+2x60")
Credit points	2
Required and recommended prerequisites for joining the module	served odd and even semesters
Module objectives/intended learning outcomes	Demonstrate an attitude of being responsible for work in their field of expertise independently. Able to apply logical, critical, systematic, and innovative thinking in the development or implementation of science and technology that pays attention to and uses humanities values by their field of expertise. Able to demonstrate independent, quality, and measurable performance. Able to make decisions regularly in the context of solving problems in their area of expertise, based on the results of analysis of information and data.

Content	<ol style="list-style-type: none"> <li>1. Introduction to Entrepreneurship</li> <li>2. The essence of entrepreneurship and entrepreneurship</li> <li>3. Creativity and Innovation</li> <li>4. Business opportunities and ideas</li> <li>5. Selling as a basic entrepreneurial activity</li> <li>6. Some hints in Starting a New Business</li> <li>7. Business Partnership</li> <li>8. Franchising or franchising</li> <li>9. Business risk</li> <li>10. Marketing Plan</li> <li>11. Business Plan</li> <li>12. Business Model Canvas</li> <li>13. Business Ethics in Entrepreneurship</li> <li>14. Feasibility</li> </ol>
Exams and assessment formats	Mid-Semester Exam and Final Exam
Study and examination requirements	Participatory Activities -20% Project Results -30% Cognitive/Task Knowledge -10% Quiz -10% Mid-semester -15% Final exams -15%
Reading list	-