

Course Overview

Entrepreneurship in the Digital Era (IEMKWI4203) course is one of the institutional compulsory courses which must be pursued by all of the students of UT. This course is designed to equip the bachelor's degree students with knowledge about entrepreneurship in theory, concept, and practical, also entrepreneurship role in realizing prosperity in the digital era. Through this course, it is expected to foster students' interest to be actively involved in entrepreneurial activities in creative and innovative ways and gain fundamental knowledge about the process of creating and managing businesses that aim to provide solutions to various societal needs. This course is also intended to develop students' ability to think and act like an entrepreneur who always prioritizes the principles of creativity and innovation, both in business and non-business environments in the digital era.

Therefore, after studying this course, students are expected to be able to explain entrepreneurship as a theory, concept, and practice, and have the ability to think and act like an entrepreneur who prioritizes the principles of creativity and innovation in the digital era.

Furthermore, in accordance with the objectives to be achieved, the Entrepreneurship in the Digital Era course consists of 9 Modules as follows.

1. The development of the business in the digital era.
2. Emphasizing the role and key characteristics of entrepreneurs.
3. The process of recognizing self-potential.
4. The process of identifying business opportunities in the digital era.
5. Understanding consumers in the digital era.
6. Business models in the digital era.
7. Applying blue ocean strategy for business in the digital era.
8. ICT leadership and establishment in business in the digital era.
9. Marketing in the digital era.

To make it more convenient to understand this course, the following instructional design is enclosed which describes the instructional objectives of each topic and the supporting competencies that students must acquire to achieve the main competencies of this course.

By studying each module thoroughly based on the instructions and doing all the exercises and formative tests given seriously, students will succeed in mastering the objectives that have been set.

Happy learning, good luck!

Competency Map

Entrepreneurship in the Digital Era/IEMKWI4203/3 Credits

