



**UNIVERSITAS MATARAM**  
*(University of Mataram)*  
**FAKULTAS TEKNIK**  
*(Faculty of Engineering)*  
**PROGRAM STUDI TEKNIK INFORMATIKA**  
*(Department of Informatics Engineering)*

**MODULE HANDBOOK DESCRIPTION**

Technopreneurship (W22P12)

Module designation	Technopreneurship
Semester(s) in which the module is taught	<i>1 / first year</i>
Person responsible for the module	Ari Hernawan, S.Kom., M.Sc.
Language	<i>English / Indonesian</i>
Relation to curriculum	<i>Compulsory</i>
Teaching methods	<i>Lectures, Discussions, Project</i>
Workload (incl. contact hours, self-study hours)	Contact Hours every week, each week of the 16 weeks/semester including Evaluation <ul style="list-style-type: none"> <li>● 2 x 50 minutes lecturer/week</li> <li>● 2 x 60 minutes class exercise/week</li> <li>● Self Study hours = 120 minutes/week</li> </ul> Total workload 340 minutes/week
Credit points	<i>2 (~ 3,2 ECTS)</i>
Required and recommended prerequisites for joining the module	-

<p>Module objectives/intended learning outcomes</p>	<p>This course helps you understand the process of entrepreneurship from a technology-oriented background.</p> <p>What you will learn:</p> <ol style="list-style-type: none"> <li>1. Learn what it takes to become a “technopreneur”</li> <li>2. Explore various methods for identifying opportunities</li> <li>3. Learn how to conduct market research and provide evidence for the viability of the business idea</li> <li>4. Develop a viable business proposition and learn to pitch your ideas for various audiences</li> <li>5. Understand the dynamics of new venture development and team building</li> <li>6. Develop the ability to translate a business idea into marketing and financial plans</li> </ol>
<p>Content</p>	<p>This course provides students with the following topics:</p> <ol style="list-style-type: none"> <li>1. Observation</li> <li>2. Offer</li> <li>3. Interaction of buyer and seller</li> <li>4. Quadrant of price</li> <li>5. Marketing</li> <li>6. Digital Marketing</li> </ol>
<p>Examination forms</p>	<p><i>Assignments, Quiz, Simulation, Project (Oral Presentation)</i></p>
<p>Study and examination requirements</p>	<p><i>Assignments 10%, Quiz 25%, Simulation 25%, Project 40%</i></p>
<p>Reading list</p>	<ol style="list-style-type: none"> <li>1. Buchholz S., Briggs B, (2021), Deloitte Insights Tech Trends 2020</li> <li>2. Bouquet et al (2018) "Bring Your Breakthrough Ideas to Life" HBR Nov- Dec 2018 issue</li> <li>3. K. Jensen, T. Byres, L. Dunham, J. Fjeld (2021), Entrepreneurs and the Truth, Harvard Business Review</li> <li>4. Insights, C.B. (2021). "The top 20 reasons startups fail"</li> <li>5. Haas M. Mortensen M. (2016), The Secrets of Great Teamwork, Harvard Business Review</li> </ol>