



My Brief of Bio-systematic

- **Nama:**
 - Lilik Setyobudi
 - Tanggal/Tahun Lahir: 20 Mei Generasi Baby Boomer
 - Jl. Candi Mendut 10 Malang
 - Telp (0341) 494916
- **Pendidikan:**
 - S1 (1977) UB
 - S2 (1982) UGM
 - S3 (1989) OSU/Oregon State University, Oregon, USA
- **Short course/seminar:**
 - Various topic Entrepreneurship in: USA, Kanada, Australia, ASEAN, Jepang, Perancis, Kamerun, Guadeloupe, Sri Lanka, China, Germany, New Zealand, etc.
- **Pekerjaan :**
 - AARD, Ministri of Agriculture 1976- 2003
 - Director Indonesian Fruit Research Institute, AARD 1995-2000
 - FAO/UNDP Citrus Rehabilitation Project 1990-1993
 - INIBAP/ASPNET (International Network of Banana and Plantain/Asia Pacific Network) Indonesian representative 1995-2000
 - Part Time Lecturer Graduate School: UNAND, IPB, UGM, UB
 - Lecturer UB 2003 – now
 - Head of UB-CASH 2004-now
 - Koordinator/Ketua PHK-A2 Jur BP 2006-2008
 - Head of UBEE div – UBBIPS 2007 – now
 - Coordinator COBLAS - UB Entrepreneurship Education Curriculum Development 2006 – now
 - Coordinator Asean Entrepreneurship Education 2011- now
 - Vice Head of Quality assurance & Education Industry Indonesian CoC 2011-2015

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INTRODUCTION

- Class Organization
- Entrepreneurial Issue
- Entrepreneurial University
- Understanding Entrepreneurship in Medical School

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Class Organization

Course Load:

- Typically each chapter will be covered in one 90 minutes session. In group project p cases, chapter 4, 9, and 11, which required classroom session as well as in campus field trip, two sessions are allocated. Students are encouraged to use extra time for their assignments. One continuous sessions are allocated for Chapter 14 for student presentation and evaluation.

Assessment Requirements

- | | |
|--|------------|
| • Assignment I: Individual Report creativity project | 10% |
| • Assignment II: Group Assignment | 40% |
| • Assignment II: Participation in class | 20% |
| • Assignment III: Final Presentation (Group) | <u>30%</u> |

Total 100%

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Entrepreneurial Issues

1 Januari 2016 – ASEAN COMMUNITY

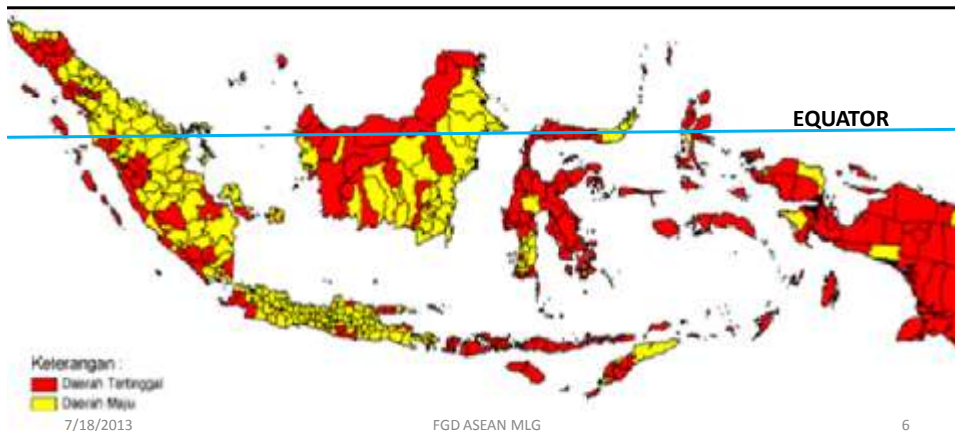
Asean Political Security (APS)
Asean Economic Community (AEC)
 Asean Socio-Cultural Community
 (ASC)

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Peta Penyebaran Wilayah Tertinggal

70% berada di wilayah Indonesia Timur
 27 kabupaten kota wilayah perbatasan
infrastruktur → terisolasi

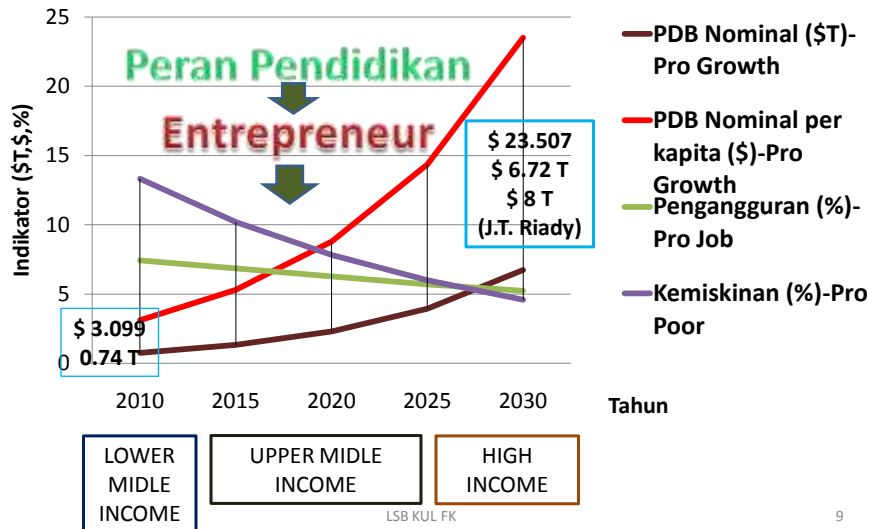


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Entrepreneurship is the process of doing something new and/or different to create wealth for oneself and to add value to society

Prediksi Golden Economic Era Indonesian Forum/Kadin



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- Ranking Indonesia untuk 42 jenis komoditi agrokomples menempati urutan ke 1-10 di dunia (Sumber: FAO Statistik 2005)
- Ranking Indonesia dalam hasil tambang 10 besar dunia: Tin (1), Copper (5), Gold (7), Natural Gas (8), Nickel (5), Rubber natural & Synthetic (3), Coal (7) (sumber: *The Economist, Pocket World in Figures, 2007 Edition*)
- Ranking Kesejahteraan masyarakat Indonesia (Economic welfare) > 110 di dunia, kemiskinan >30%.

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KEADAAN TERSEBUT MENGINDIKASIKAN

**Low of: spirit/Motivation
Creativity,
Innovation,
Entrepreneurship**

Number of entrepreneur out of populaion:

USA = 11,6%

Singapore = 7,2%

Indonesia = 0,24%

18/08/2011

PKK-MABA FKUB

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FOUR TYPES OF ENTREPRENEUR

Government Entrepreneur		Academic Entrepreneur	
			
Ali Sadikin	Lee Kuan Yew	Peter F. Drucker	Nicholas Negroponte
Business Entrepreneur		Social Entrepreneur	
			
Bill Gates	Li Ka Shing	Mother Theresa	Muhamad Yunus

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The Mindset/Pola pikir Entrepreneur

**Minds are like parachutes,
They only function when open**

(Thomas Dewar)

19/08/2013

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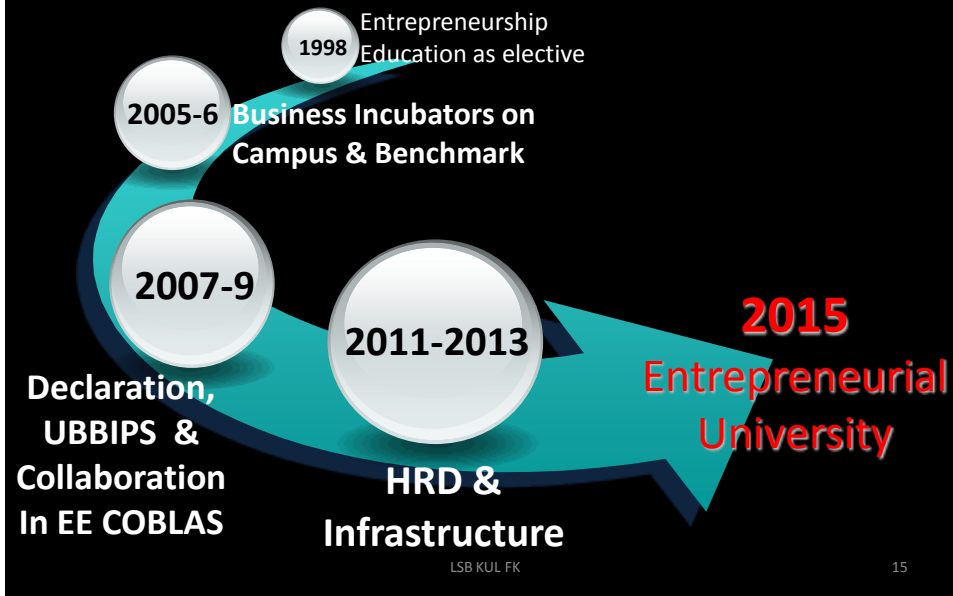
Change to be better



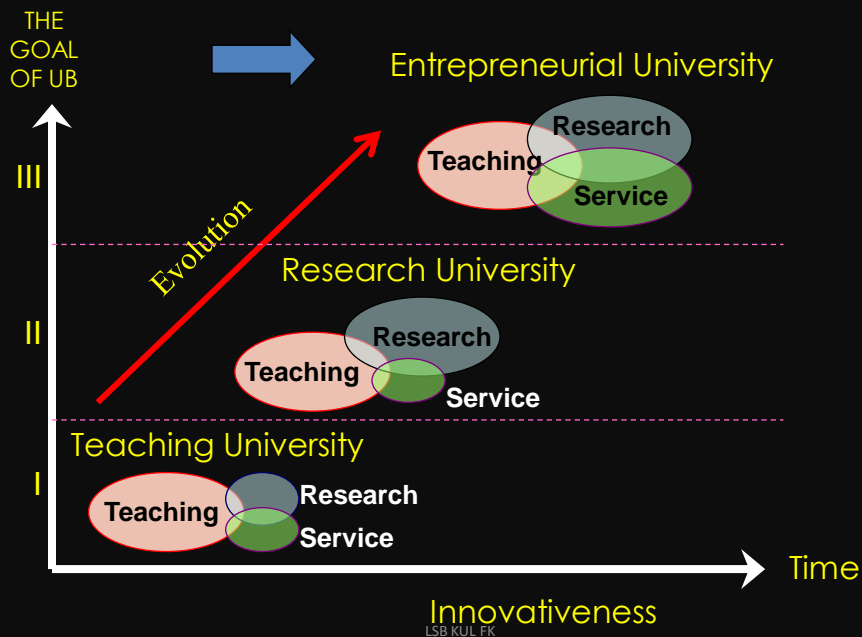
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Milestone of UB Towards Entrepreneurial University

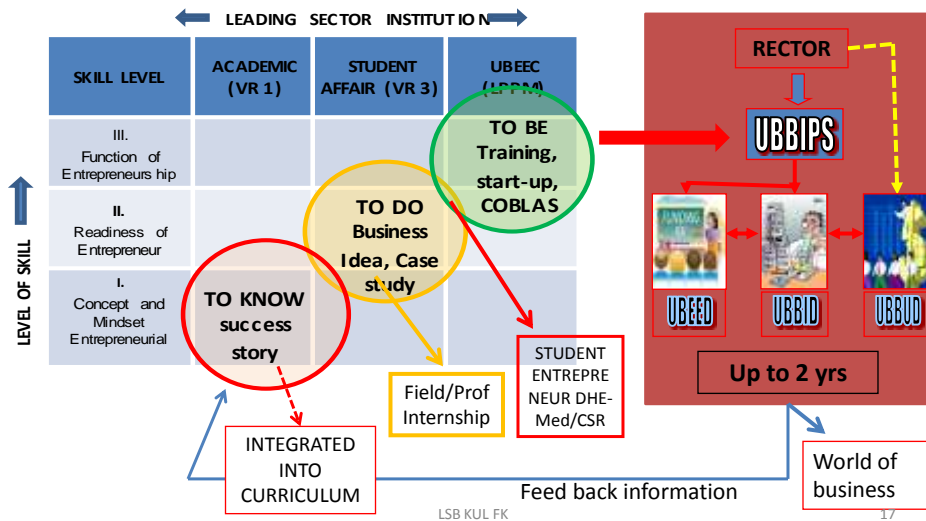


WHAT IS ENTREPRENEURIAL UNIVERSITY?

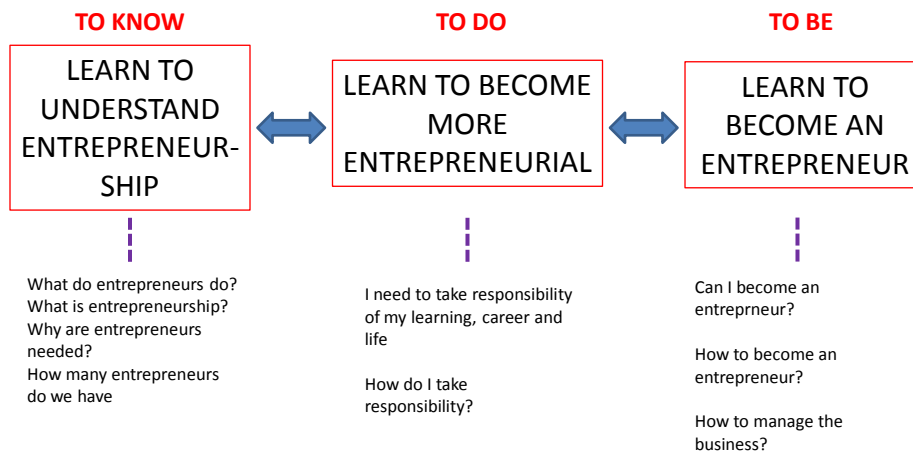


Modifikasi Zhou & Etzkowitz (2004)

Entrepreneurship Education System in UB



FAQ Entrepreneurship Education



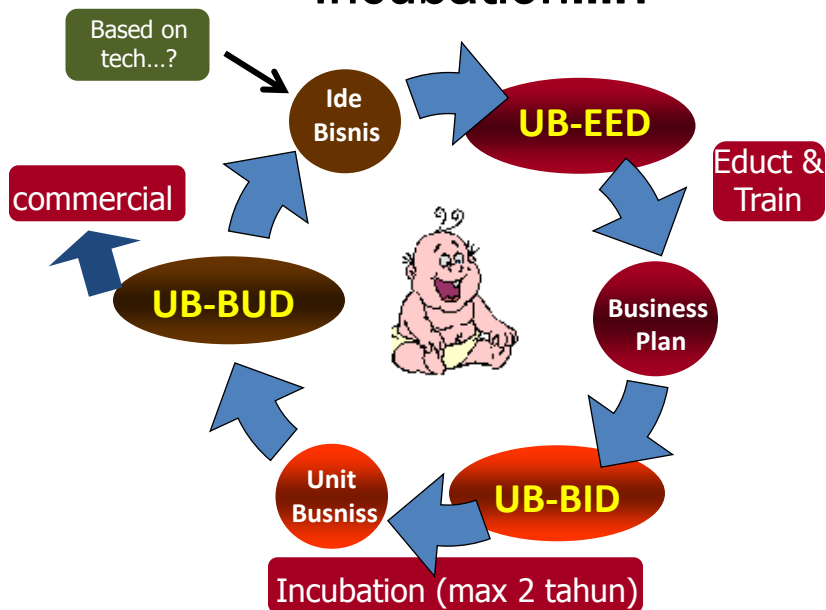
Principle Contents

Basic Entrepreneurship Education		Experiential
MOTIVATION	ENTREPRENEURIAL SKILL	FUNCTIONAL SKILL
<ul style="list-style-type: none"> • Need for achievement • Ability to inspire • Reaction to success or failure • Help • Networking • Communication 	<ul style="list-style-type: none"> • Creativity • Innovation • Ability to take a Risks • Ability to identify opportunities • Ability to have a vision for growth • Interpret successful entrepreneurial role model 	Business, Social, Academic, Techno/Agri-preneruship, etc. <ul style="list-style-type: none"> • Management/Leadership • Planning skills • Financial skills • Marketing skills • Designing skills • Operational skills • Human Resources management

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Incubation....?



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Entrepreneurship Education In Medical School

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In the evolving global healthcare systems, there is a substantial need for education to equip medical students with:

- the knowledge and skills of innovation,*
- creativity, and entrepreneurship*

in the areas of patient:

- access,*
- safety,*
- quality of care,*
- satisfaction, and*
- affordability,*

to improve outcomes and meet societal goals for care of the populace. U.S. medical school curricular and time requirements do not allow for integration of this focused type of education into the traditional curriculum;

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therefore, a solution was needed to fill this gap. An interdisciplinary co-curricular program, the **Business of Medicine Bootcamp**, was developed at the University of South Florida College of Medicine to meet this need providing a unique and innovative medical student educational program focused on

- innovation,
- entrepreneurship,
- leadership, and
- business utilizing the faculty and resources of the Colleges of Business, Medicine, Public Health, and Engineering and the Center for Entrepreneurship to train future physician healthcare leaders.

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Contoh entrepreneur sukses dibidang medis



Ask Dr. Belo!

A 30-minute LIVE Q&A Show with Dr. Vicki Belo, exclusively brought to you by the Belo Medical Group.

Topic for Discussion: Cosmetic Surgery

Scheduled Broadcast:
Aug. 18, 2011 8:00 pm

Guest Host: Cristalle Henares
Special Celebrity Guest: Ruffa Gutierrez

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Featured on: www.belomed.com



OUR MISSION

We aim to become a world-renowned destination for cosmetic surgery and dermatological services.

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Glasses to avoid Jet-lag Medical School of Flinders Univ. Sidney AU



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THE MEDICAL ENTREPRENEUR

PEARLS, PITFALLS AND PRACTICAL BUSINESS ADVICE FOR DOCTORS



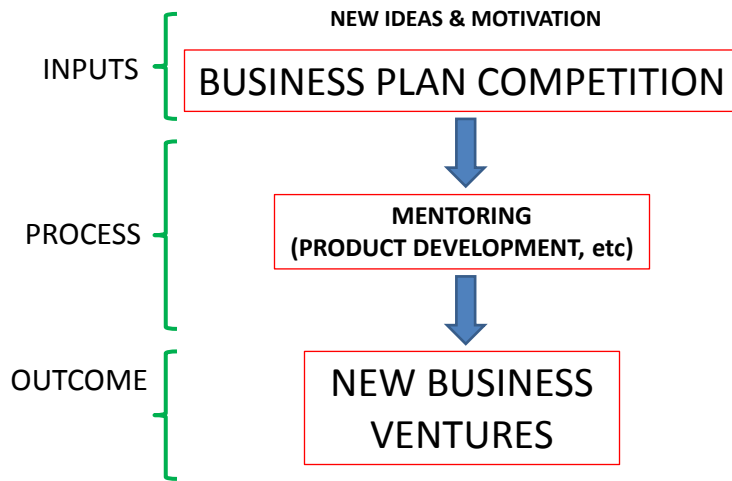
Steven M. Hacker, MD

New 2.0 Edition Price

Foreword by Daniel Mark Siegel MD, MS
(Management and Policy)
Clinical Professor of Neurology, SUNY Downstate

The second part is for physician entrepreneurs. Physician entrepreneurs are doctors that are interested in **starting their own business** or **commercializing their research**. This book covers the following topics: creating a business from an idea, trademarks, copyrights, raising capital, creating a board of directors, creating an advisory board, understanding term sheets, intellectual property, customer acquisition, marketing, public relations, hiring a management team, how to negotiate, and working with venture capitalists and angels.

Entrepreneurial Assistance CSR Scheme US \$ 1,000-1,500



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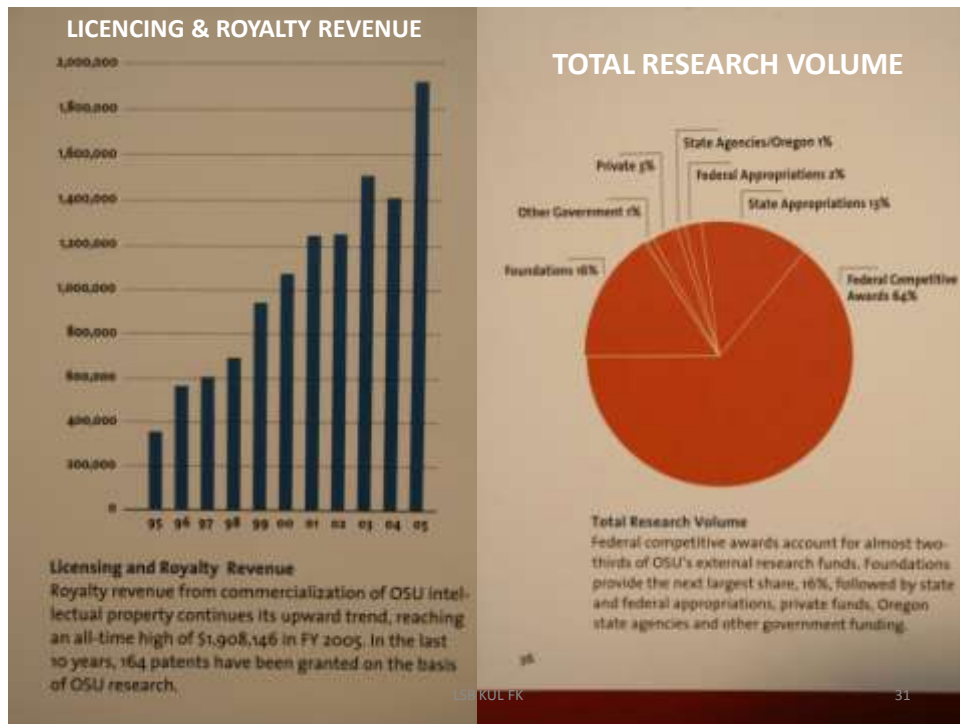
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Oregon State University Austin Entrepreneurship Education



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KAIST *Korea Advanced Institute of Technology and Science*



Figure 5. Business area of companies in incubators

High-Tech Venture Center

4. UTILITIES: Tech. Innovation Center buildings (TIC)



High-Tech Venture Center

4. UTILITIES: 2 Incubator buildings (TBI)
90 Companies occupy 13,884m², 14,285 pyung
including 2 independent incubator buildings



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