

SEA-Creative Camp 2018
"Future Careers for Youth"
6-12 May 2018, Mataram City, West Nusa Tenggara, Indonesia
Back to back with Indonesian Students Skills Competition (LKS SMK 2018)

Hosted & Organized by:


Online Workshop Info & Registration:
creativecommons.seameo.org/workshop
Open until 25 January 2018

 **Online Workshop Details**
Becoming an Entrepreneur is Easy
Online Workshop Schedule: 12 February – 9 March 2018
Every Monday and Friday 14.00-16.00 hrs
(Bangkok Time, GMT+7)

<http://creativecommons.seameo.org/>
Email: creativecommons@seameo.org

I. Details of main coordinator/focal person

Name: Mr Didik Tri Hanggono
Position/Title: Vice Principal
Organisation: Selamat Pagi Indonesia Senior High School
Email: didiktri.hanggono@yahoo.com
Mobile: +62 877 5988 6002

II. Introduction

Being an entrepreneur becomes the trend of the new generations in setting up their own small business. However, it is not easy. Entrepreneurship is much less about the act of trading, but more of having an entrepreneurial character.

This 8 session online training course will provide basic knowledge, principals, and skills in successfully setting up a small business, and learn from the experienced instructors. The participants will have experience in selecting their own product, develop a business plan and create innovative online/offline marketing strategies. At the end of the course, participants will be requested to test their business plan by selling their product to the community or at their school.

III. Objectives

- To enhance the participants' capacity and build their character and spirit for being an entrepreneur.
- To provide necessary knowledge and skills for being a successful entrepreneur.

IV. Contents

1. Introduction to Entrepreneurship

2. Principles of Being an Entrepreneur (PAKSA)
3. How to Start a Business/DIPACU
4. How to Start a Business/PLABA
5. SWOT Analysis
6. How To Sell Products: Traditional and Online Techniques
7. Financial Management

V. At the end of workshop, what skills/knowledge participants will learn

1. The dare to take action and set up their own small business
2. The knowledge and mindset of being an entrepreneur
3. Business management and marketing knowledge/skills

VI. Schedule of online workshop

1. Number of hours in total: 16 hrs (or 2 hours per topic)
2. Online workshop schedule: Every Monday and Friday at 14.00 – 16.00 Bangkok Time (GMT +7)
3. Online workshop Duration: Monday 12 February 2018 to Friday 9 March 2018

VII. Expected outputs (At the end of the workshop, what participants will produce for competition?)

- Develop a marketing plan for a product to be sold in the community/school.
- Selling of products, and submitting a sales report at the end of the assignment period

VIII. Online workshop schedule

| Session | Online Workshop Schedule | Content | Instructor | Webex Meeting Rooms |
|---------|---|---|---|---|
| 0 | Friday 9 February 2018 11.00-12.00 hrs 15.00-16.00 hrs | Webex Tutorial Session (Optional for participants who never have experienced in using WebEX for online meeting/training) | SEAMEO Secretariat | The meeting link and password was sent to the individual email. |
| 1 | Monday, 12 February 2018 14.00 – 16.00 hrs Bangkok Time (GMT+7) | Orientation and Session 1 Becoming an Entrepreneur is Easy | Mr Didik Tri Hanggono and students of Selamat Pagi Indonesia High School | Link to the meeting room: https://goo.gl/syTk3q Meeting Room Number : 578 381 920 Meeting Password : 1234 |
| - | Friday, 16 February 2018 14.00 – 16.00 hrs Bangkok Time (GMT+7) | No class due to public holiday in Thailand and Indonesia | | |
| 2 | Monday, 19 February 2018 14.00 – 16.00 hrs Bangkok Time (GMT+7) | Principles of Being an Entrepreneur (PAKSA) | Mr Didik Tri Hanggono and students of Selamat Pagi Indonesia High School | Link to the meeting room: https://goo.gl/syTk3q Meeting Room Number : 578 381 920 Meeting Password : 1234 |
| 3 | Friday, 23 February 2018 14.00 – 16.00 hrs Bangkok Time (GMT+7) | How to Start a Business/DIPACU | Mr Didik Tri Hanggono and students of Selamat Pagi Indonesia High | Link to the meeting room: https://goo.gl/syTk3q Meeting Room Number : 578 381 920 Meeting Password : 1234 |

| Session | Online Workshop Schedule | Content | Instructor | Webex Meeting Rooms |
|---------|--|---|---|---|
| | | | School | |
| 4 | Monday, 26 February 2018 14.00 – 16.00 hrs Bangkok Time (GMT+7) | How to Start a Business/PLABA | Mr Didik Tri Hanggono and students of Selamat Pagi Indonesia High School | Link to the meeting room: https://goo.gl/syTk3q Meeting Room Number : 578 381 920 Meeting Password : 1234 |
| 5 | Friday, 2 March 2018 14.00 – 16.00 hrs Bangkok Time (GMT+7) | SWOT Analysis | Mr Didik Tri Hanggono and students of Selamat Pagi Indonesia High School | Link to the meeting room: https://goo.gl/syTk3q Meeting Room Number : 578 381 920 Meeting Password : 1234 |
| 6 | Monday, 5 March 2018 14.00 – 17.00 hrs Bangkok Time (GMT+7) | Marketing Management and How To Sell Products: 1) Basic Marketing Techniques (14.00-15.00) | Mr Didik Tri Hanggono and students of Selamat Pagi Indonesia High School | Link to the meeting room: https://goo.gl/syTk3q Meeting Room Number : 578 381 920 Meeting Password : 1234 |
| | | 2) Techniques of Getting Turnover on Business (15.00-16.00) | Ms Tresia Tiara Intania Fatimah, SE Entrepreneur Teacher of SMK TI Pembangunan Cimahi | |
| | | 3) Social Media Marketing through Facebook and Search Engine Optimazation (16.00-17.00) | Mr Prayino Lecturer and IT Preneur Enthusiast, Polytechnic Negeri Semarang | |
| 7 | Friday, 9 March 2018 14.00 – 16.00 hrs Bangkok Time (GMT+7) | Financial Management | Mr Didik Tri Hanggono and students of Selamat Pagi Indonesia High School | Link to the meeting room: https://goo.gl/syTk3q Meeting Room Number : 578 381 920 Meeting Password : 1234 |
| 8 | Monday, 12 March 2018 14.00 – 16.00 hrs Bangkok Time (GMT+7) | Assignment for Final Project | Mr Didik Tri Hanggono and students of Selamat Pagi Indonesia High School | Link to the meeting room: https://goo.gl/syTk3q Meeting Room Number : 578 381 920 Meeting Password : 1234 |
| | 12-31 March 2018 | Assignment period | | |
| | 31 March 2018 | Deadline for submitting the assignment | | |
| | 2-6 April 2018 | Evaluation for selecting the shortlists (8-12 teams) | | |
| | 10 April 2018 | Online presentation for | | |

| Session | Online Workshop Schedule | Content | Instructor | Webex Meeting Rooms |
|---------|--------------------------|-------------------------|------------|---------------------|
| | (14.00-17.00 hrs) | shortlists | | |
| | 17 April 2018 | Announcement of winners | | |

IX. Brief profile of targeted participants

Youths, high school students and TVET students who are interested in Entrepreneurship

X. Prerequisites (e.g. Basic knowledge and skills, programming knowledge, English ability)

Spoken and written English proficiency

XI. What participants need to bring along to join the online training

The following equipment will be used during the training:

- Laptop/PC/Notebook
- Stationeries

XII. Maximum number of participants to be accepted for the online training (e.g. 100 participants)

1 team consists of 1 teachers and 3 students.

XIII. Details of Instructors/Facilitators

Mr Didik Tri Hanggono
Vice Principal
Selamat Pagi Indonesia Senior High School
Malang, Indonesia

XIV. Evaluation Criteria/Mechanism for Completion

- Submission of business and marketing plan and sales report.

XV. Judging Criteria for Competitions

1. Involvement in the school business
2. Innovation and creativity in developing a practical business and marketing plan
3. Uniqueness of product
4. Sales report from the actual experience in selling product in community or school.

XVI. Recommended Judging Committee Members

To be confirmed

XVII. Timeline of “Becoming an Entrepreneur is Easy”

| Phase | Date |
|---|------------------------------|
| 1. Event announcement | Start from January 2018 |
| 2. Online registration | 15 January – 7 February 2018 |
| 3. Announcement of participants and webex | 7 February 2018 |

| | |
|---|---|
| online meeting room number | |
| 4. Webex tutorial for schools and participants who are not familiar to use the Webex online platform (Optional) | 9 February 2018: 10.00-12.00 and 15.00-16.00 (To be announced to all participants by email: The online tutorial session will be conducted by SEAMEO IT staff and it will take only 10-15 minutes. Participants can access to the system anytime during the provided period) |
| 5. Online Training Orientation | 12 February 2018 |
| 6. Online Training Sessions (8 sessions) | 12 February-12 March 2018 |
| 7. Assignment Period | 12-31 March 2018 |
| 8. Deadline for Submission of Assignment | 31 March 2018 |
| 9. Evaluation by judging committee | 2-6 April 2018 |
| 10. Announcement of shortlists | 7 April 2018 |
| 11. Online presentation of shortlists | 10 April 2018: 14.00-17.00 hrs |
| 12. Announcement of winners | 17 April 2018 |

XVIII. Coordinators

For, general inquiry, please contact:

SEAMEO Secretariat, Bangkok

Email: creativecamp@seameo.org; secretariat@seameo.org

Website: www.seameo.org; <http://creativecamp.seameo.org/>

- a) Ms Piyapa Su-angavation, Project Coordinator: piyapa@seameo.org
- b) Mr Ahmad Wisnu Mulyadi, Webmaster and Technical Coordinator: wisnu@seameo.org
- c) Mr Tan Ketudat, Online Workshop Coordinator: Tan@seameo.org
- d) Ms Cao Yi, Project Assistant: creativecamp@seameo.org