



Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Accounting Education Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Introduction to Business	8720903052	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	1	April 20, 2023
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator	
		Renny Dwijayanti, S.Pd., M.Pd	Drs. Eko Wahjudi, M.Si			Rochmawati, S.Pd., M.Ak.	

Learning model	Case Studies																																																																																			
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																			
	PLO-11 Able to make appropriate decisions in the context of solving problems in their field of expertise, based on the results of information and data analysis																																																																																			
	Program Objectives (PO)																																																																																			
	PO - 1 Able to use concepts and theories in an introduction to business																																																																																			
	PO - 2 Apply and design a simple business plan																																																																																			
	PO - 3 Able to demonstrate a responsible attitude for achieving work results both individually and in groups in activities and discussions in class																																																																																			
	PLO-PO Matrix																																																																																			
	<table border="1"> <tr> <td>P.O</td> <td>PLO-11</td> </tr> <tr> <td>PO-1</td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> </tr> <tr> <td>PO-3</td> <td></td> </tr> </table>	P.O	PLO-11	PO-1		PO-2		PO-3																																																																												
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																				
<table border="1"> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> <tr> <td>PO-1</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-2</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-3</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																	PO-3																
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Short Course Description This course examines the basic concepts of contextual business planning and development, which include forms of business ownership, organizing business companies, paying attention to business environmental factors, developing human resources, monitoring production, and implementing appropriate marketing strategies by paying attention to business ethics and social responsibility. Learning is carried out by applying discussion, presentation and project methods. Course Description This course examines the basic concepts of contextual business planning and development, which include forms of business ownership, organizing business companies, paying attention to business environmental factors, developing human resources, controlling production, and carrying out appropriate marketing strategies by paying attention to business ethics and social responsibility. Learning is done by applying the methods of discussion, presentation, and project.

References Main :

- Griffin, Ricky W., and Ebert, Ronald J., 2013 :Business Essentials, New Jersey : Pearson Education.
- Sumarni, Murti, 2003 :Pengantar Bisnis, Yogyakarta. Liberty
- Pride, William M., Hughes, Robert J., and Kapoor Jack R., 2014.Business, Ohio : South-Western
- Fuad dkk, 2000 :Pengantar Bisnis, PT. Gramedia Pustaka Utama, Jakarta
- Porter, Micheal, 2001 :Strategi Bersaing, Teknik Menganalisis Industri, dan Pesaing, Erlangga, Jakarta.
- Gene Boone and Dave Kurtz. 2012.Contemporary Business. MA : John Wiley & Sons, Inc.
- Brown, Betty J. and Clow, John E.. 2008.Introduction to Business. California : Glencoe/McGraw-Hill
- Peng, Mike W. 2012.Global Business, OH : South-Western, Cengage Learning
- Van Horne, James C. And Wachowicz, John M.2008.Fundamentals of financial management. London : Pearson Education Limited
- O 19Brien, James A. and Marakas, George M. 2011.Management information systems. New York : McGraw-Hill/Irwin

		Supporters:					
Supporting lecturer		Drs. Eko Wahjudi, M.Si. Renny Dwijayanti, S.Pd., M.Pd. Dr. Muhammad Miftah Farid, S.Pd., M.Pd. Putri Hestiningrum, M.Pd. Amirul Arif, S.Pd., M.Ak.					
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Understand business concepts in the era of globalization	Explain: - General business concepts - Two economic systems (capitalist and guided) Identify: - Development of the business world to the global era - Types of business competition (perfect competition, monopolistic, monopoly, oligopoly)	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment : Participatory Activities	Learning Method: 1. Lecture 2. Discussion 3. Case study and Q&A (Conducting analysis on several companies in East Java and Indonesia. As well as the stages of companies entering global (cases of SMEs and large companies). Alternative learning strategies used: Cooperative Learning Direct Learning 3 X 50		Material: business concepts in the era of globalization Reader: Gene Boone and Dave Kurtz. 2012. <i>Contemporary Business. MA : John Wiley & Sons, Inc.</i>	3%

2	Describe the business concept of risk & return that business people must face.	Explain the meaning of business risk and return. Classify the various types of risk and return in business. Explain the characteristics of business actors in facing risks (risk taker, risk averse and high risk)	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	Learning Method: 1. Lecture 2. Alternative Discussion Learning strategy used: Direct learning Problem based learning 3 X 50		<p>Material: 1. understanding business risk and return 2. various types of risk and return in business. 3. characteristics of business actors in facing risk (risk taker, risk averse and high risk)</p> <p>References: <i>Griffin, Ricky W., and Ebert, Ronald J., 2013 : Business Essentials, New Jersey : Pearson Education.</i></p>	3%
3	Distinguish the character of each type of business with its business scale & form of business entity	Explaining the types of business (manufacturing, services and trade) Explaining the criteria for micro, small, medium and large enterprise scales. Explaining the existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing , Merger, Franchise, Identify the advantages and disadvantages of each form of business entity. Explain the concept of entrepreneurship. Objectives. Benefits. The importance of entrepreneurial characteristics. The advantages and disadvantages of entrepreneurship	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	Learning Method: 1. Lecture 2. Question and answer discussion Alternative Learning strategy used: Direct learning 3 X 50	-	<p>Material: character of each type of business with its business scale & form of business entity</p> <p>Reference: <i>Porter, Micheal, 2001: Competitive Strategy, Techniques for Analyzing Industry, and Competitors, Erlangga, Jakarta.</i></p>	2%

4	Drawing up a Business Plan	<p>Explain the components in business planning, namely:</p> <ol style="list-style-type: none"> 1. Vision and mission 2. Business Goals 3. Business Targets 4. Business Strategy 5. Resource Allocation 6. Strategy Implementation 7. Control Determining Steps for Preparing a Business Plan 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	<p>Learning Method: Lecture Discussion Case Study Alternative Learning strategies used - Cooperative Learning - PBI 3 X 50</p>		<p>Material: 1. Components in business planning, namely: a. Vision and mission b. Business Objectives c. Business Goals d. Business Strategy e. Resource Allocation f. Strategy Implementation g. Control 2. Steps in Preparing Peren Bibliography: <i>Brown, Betty J. and Clow, John E.. 2008. Introduction to Business. California : Glencoe/McGraw-Hill</i></p>	3%
5	Identifying the Company's Business Environment	<p>Explain the various types of company business environments: Classify the Internal environment (directly affecting the company): man, money, method, machine, material, and Entrepreneur, suppliers. Classifying the external environment (indirectly influencing the company): economic, political, legal, socio-cultural, government regulations, explaining the macro environment and micro environment</p>	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	<p>Learning Method: Alternative Presentation Discussion Learning strategy used by PBI Indirect learning 3 X 50</p>		<p>Material: 1. map the existing business environment for each group/type of business. 2. the relationship between the existing business environment, 3. the business profile of MSME business groups and large companies. References: <i>Brown, Betty J. and Clow, John E.. 2008. Introduction to Business. California : Glencoe/McGraw-Hill</i></p>	4%

6	Identifying SWOT analysis	<p>Explain the concept of SWOT analysis, the purpose of making SWOT analysis. Determining the stages of creating a SWOT analysis Identifying the strengths and weaknesses of the company's internal environment Identifying opportunities and threats from the company's internal environment</p>	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	<p>Learning Method: Discussion Lecture Presentation Alternative Learning strategies used - Problem Based Instruction - Direct learning - Discovery learning 3 X 50</p>		<p>Material: SWOT Analysis Bibliography: <i>Pride, William M., Hughes, Robert J., and Kapoor Jack R., 2014. Business, Ohio : South-Western</i></p> <p>Material: SWOT Analysis Bibliography: <i>Gene Boone and Dave Kurtz. 2012. Contemporary Business. MA : John Wiley & Sons, Inc.</i></p> <p>Material: SWOT Analysis References: <i>Brown, Betty J. and Clow, John E., 2008. Introduction to Business. California : Glencoe/McGraw-Hill</i></p>	3%
7	Understand the concept of Ethics and Corporate Social Responsibility	<p>Explains the concept of ethics and norms in general. Explaining the concept of business ethics Explaining the components of Business Ethics Explaining the Concept of Corporate Social Responsibility (CSR) Classifying CSR practice models Analyzing CSR practices from small, medium and large companies</p>	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	<p>Learning Method: Alternative Discussion Presentation Learning strategy used Problem Based Learning Direct learning 3 X 50</p>		<p>Material: Ethics and Social Responsibility of Companies Library: <i>Sumarni, Murti, 2003: Introduction to Business, Yogyakarta. Liberty</i></p>	4%
8	UTS	-	<p>Criteria: -</p> <p>Form of Assessment : Test</p>	- 3 X 50	-	<p>Material: UTS Readers: <i>Gene Boone and Dave Kurtz. 2012. Contemporary Business. MA : John Wiley & Sons, Inc.</i></p>	20%

9	Applying Marketing Aspects in business activities	Explaining the meaning of the marketing concept, Marketing Function - Segmentation - Targeting - Positioning Explaining the concept of Marketing Strategy Grouping Marketing mix (companies in general 4 Ps (product, price, place, promotion) and service companies 7Ps (product, price, place, promotion, people, process and physical evidence)	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	Learning Method: Alternative Simulation Discussion Learning strategies used - Direct learning - PBI - Cooperative learning 3 X 50		<p>Material: Marketing Aspects in business activities Reference: Peng, Mike W. 2012. <i>Global Business, OH : South-Western, Cengage Learning</i></p>	4%
10	Applying Operational Aspects in business activities	Explain the meaning of operational management, production and service processes. Product design concept Material and tool requirements Determine the nature of the process and product properties Identify the production process layout Explain the concept of Inventory Management Analyze Requirements using the EOQ, ROP method	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	Learning Method: Alternative Simulation Discussion Learning strategies used: - Direct learning - PBI - Cooperative learning 3 X 50	-	<p>Material: Operational Aspects in business activities Reference: Peng, Mike W. 2012. <i>Global Business, OH : South-Western, Cengage Learning</i></p>	4%

11	Human Resources aspects in business activities	Explain the meaning of the HR concept. Identify HR functions: analysis of kindergarten needs, planning, recruitment, selection, placement, management, development and termination. Explain several motivation theories	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	Learning Method: Alternative Simulation Discussion Learning strategies used: - Direct learning - PBI - Cooperative learning 3 X 50		<p>Material: Aspects in Business: Human Resources (HR) Aspects Reference: <i>Gene Boone and Dave Kurtz. 2012. Contemporary Business. MA : John Wiley & Sons, Inc.</i></p>	4%
12	Applying financial aspects in business activities	Explaining the meaning of financial aspects Financial Management Analyzing funding needs Funding sources Financial performance Financial reports Ratio analysis (liquidity, solvency, profitability and activity)	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	Learning Method: Alternative Simulation Discussion Learning strategies used - Direct learning - PBI - Cooperative learning 3 X 50		<p>Material: Aspects in Business: Financial Aspects References: <i>Van Horne, James C. And Wachowicz, John M. 2008. Fundamentals of financial management. London : Pearson Education Limited</i></p>	4%

13	Develop a Business Plan Concept for the company's business aspects	Identify 4 aspects of the company's business	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	Learning Method: Outclass method of conducting observations on UKM Presentation Alternative Learning strategy used: Project Based Learning: students create a business plan project in groups. 6 X 50		<p>Material: 4 aspects of company business Reader: Gene Boone and Dave Kurtz. 2012. <i>Contemporary Business. MA :</i> John Wiley & Sons, Inc.</p>	4%
14	Develop a Business Plan Concept for the company's business aspects	Identify 4 aspects of the company's business	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 <p>Form of Assessment : Participatory Activities</p>	Learning Method: Outclass method of conducting observations on UKM Presentation Alternative Learning strategy used: Project Based Learning: students create a business plan project in groups. 6 X 50		<p>Material: 4 aspects of corporate business References: Griffin, Ricky W., and Ebert, Ronald J., 2013 <i>:Business Essentials, New Jersey : Pearson Education.</i></p>	4%

15	Describes SIM in the business realm	Explaining the meaning of management information systems, SIM functions, analyzing the relationship between SIM and the business world	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment : Participatory Activities	Learning Method: Lecture discussion Alternative Learning strategy used - Direct learning Discovery learning 3 X 50		Material: Management Information Systems Bibliography: O'Brien, James A. and Marakas, George M. 2011. <i>Management information systems</i> . New York : McGraw-Hill/Irwin	4%
16	UAS	-	Criteria: - Form of Assessment : Test	- 3 X 50	-	Material: - Library:	30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	50%
2.	Test	50%
		100%

Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

