



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

Document  
Code

### SEMESTER LEARNING PLAN

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>			<b>SEMESTER</b>	<b>Compilation Date</b>																																																																																																				
Business Practices	8721103063	Marketing	T=3	P=0	ECTS=4.77	6	February 3, 2023																																																																																																				
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>			<b>Study Program Coordinator</b>																																																																																																					
	Dr. Tri Sudarwanto, S.Pd., MSM.		Finisica Dwijayanti Patrikha, S.Pd., M.Pd.			Dr. Tri Sudarwanto, S.Pd., MSM.																																																																																																					
<b>Learning model</b>	Project Based Learning																																																																																																										
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																																																																										
	<b>Program Objectives (PO)</b>																																																																																																										
	<b>PO - 1</b>	CPMK1 Able to utilize learning resources and ICT to support the design and implementation of Business Practices																																																																																																									
	<b>PO - 2</b>	CPMK2 Have knowledge of business practices																																																																																																									
	<b>PO - 3</b>	CPMK3 Has Skills in business practices																																																																																																									
	<b>PO - 4</b>	CPMK4 Have a responsible attitude by applying learning that is relevant to course learning outcomes/competencies and student characteristics																																																																																																									
	<b>PLO-PO Matrix</b>																																																																																																										
		<table border="1" style="width: 100%; text-align: center;"> <tr><td>P.O</td></tr> <tr><td>PO-1</td></tr> <tr><td>PO-2</td></tr> <tr><td>PO-3</td></tr> <tr><td>PO-4</td></tr> </table>						P.O	PO-1	PO-2	PO-3	PO-4																																																																																															
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																																																											
	<table border="1" style="width: 100%; text-align: center;"> <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> <tr><td>PO-4</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																	PO-4																
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<b>Short Course Description</b>	Providing experience to students about business practices by identifying business opportunities, managing business tools, creating shop displays, shop layouts and product packaging. Students are able to manage a business, carry out marketing and advertising both offline and online through project based learning. Course Description: Provide students with experience of business practices by identifying business opportunities, managing business tools, creating store displays, store layouts and product packaging. Students are able to manage business, conduct marketing and advertising both offline and online through project based learning.																																																																																																										
<b>References</b>	<b>Main :</b>																																																																																																										
	<ol style="list-style-type: none"> <li>1. Hammond R, 2007. Sukses Berbisnis Ritel. Jakarta, Erlangga.</li> <li>2. Jenu Widjaya Tandjung, 2008. Spritual Selling. Jakarta, PT.Gramedia.</li> <li>3. James Timothy, 2008. Trik Mengoptimalkan Google Adsense. Jakarta, Elex Media Komputindo.</li> <li>4. Firdaus, Rahmad,dkk. 2023. Tren Bisnis Digital (Optimasi &amp; Optimalisasi Usaha Berbasis Digitalisasi). Jakarta, PT.Gramedia.</li> <li>5. Arifin, Zainal, dkk. 2023. Bisinis Digital Digital Marketing Saat ini (Kemampuan Digital Marketing dengan Menguasai Digital Konten Spesialist pada Masa Society 5.0). PT. Sonpedia Publishing Indonesia</li> </ol>																																																																																																										
<b>Supporters:</b>																																																																																																											

1. Widhayani, Arrie. 2020. Mahir Menulis Kreatif Teks Iklan, Slogan dan Poster. Yayasan Hidayatul Mubtadi'in
2. MR. BIG WEALTH. 2023. MR. Big Wealths: How To Utilise TIKTOK ADS and MAKE MONEY 2023.

**Supporting lecturer**  
 Dr. Raya Sulistyowati, S.Pd., M.Pd.  
 Dr. Finisica Dwijayati Patrikha, S.Pd., M.Pd.

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	Able to analyze business opportunities in the digital era	<ol style="list-style-type: none"> <li>1. Describe business opportunities</li> <li>2. Analyze business trends in the digital era</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. 85-100 points if you are able to provide a data-based review of business opportunities in the digital era</li> <li>2. 70-84 points if you are able to provide an overview of business opportunities in the digital era</li> <li>3. 50-69 points if the review is inappropriate and without data</li> <li>4. 0 points if unable to provide an answer</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures and discussions 3 X 50	Lectures, discussions with Google Meet learning media, UNESA Virtual learning and WhatsApp group 3 X 50		5%
2	Able to analyze business opportunities in the digital era	<ol style="list-style-type: none"> <li>1. Describe business opportunities</li> <li>2. Analyze business trends in the digital era</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. 85-100 points if you are able to provide a data-based review of business opportunities in the digital era</li> <li>2. 70-84 points if you are able to provide an overview of business opportunities in the digital era</li> <li>3. 50-69 points if the review is inappropriate and without data</li> <li>4. 0 points if unable to provide an answer</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Portfolio Assessment</p>	Lectures and discussions 3 X 50	Lectures, discussions with Google Meet learning media, UNESA Virtual learning and WhatsApp group 3 X 50		3%

3	Prepare business proposals based on data	<ol style="list-style-type: none"> <li>1. Use of data about current business trends and consumer needs</li> <li>2. Production costs and determining selling prices</li> <li>3. Distribution of group and project work schedules</li> <li>4. Design marketing and advertising strategies</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. 85-100 points if the proposal is prepared systematically and completely along with data sources</li> <li>2. 70-84 points if the proposal is prepared less systematically and less completely</li> <li>3. 50-69 points if the proposal is prepared not using relevant data and is not systematic</li> <li>4. 0 points if you do not complete the assignment at the specified time</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Portfolio Assessment</p>	project based learning 3 x 50	project based learning 3 x 50	<p><b>Material:</b> df</p> <p><b>References:</b> <i>Arifin, Zainal, et al. 2023. Current Digital Marketing Business (Digital Marketing Skills by Mastering Specialist Digital Content in the Age of Society 5.0). PT. Sonpedia Publishing Indonesia</i></p> <hr/> <p><b>Material:</b> types of businesses</p> <p><b>References:</b> <i>Firdaus, Rahmad, et al. 2023. Digital Business Trends (Digitalization-Based Business Optimization &amp; Optimization). Jakarta, PT. Gramedia.</i></p> <hr/> <p><b>Material:</b> creative advertising</p> <p><b>Reader:</b> <i>Widhayani, Arrie. 2020. Proficient in creative writing of advertising texts, slogans and posters. Hidayatul Mubtadi'in Foundation</i></p>	3%
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4	Prepare business proposals based on data	<ol style="list-style-type: none"> <li>1. Use of data about current business trends and consumer needs</li> <li>2. Production costs and determining selling prices</li> <li>3. Distribution of group and project work schedules</li> <li>4. Design marketing and advertising strategies</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. 85-100 points if the proposal is prepared systematically and completely along with data sources</li> <li>2. 70-84 points if the proposal is prepared less systematically and less completely</li> <li>3. 50-69 points if the proposal is prepared not using relevant data and is not systematic</li> <li>4. 0 points if you do not complete the assignment at the specified time</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Portfolio Assessment</p>	project based learning 3 x 50	project based learning 3 x 50	<p><b>Material:</b> df</p> <p><b>References:</b> <i>Arifin, Zainal, et al. 2023. Current Digital Marketing Business (Digital Marketing Skills by Mastering Specialist Digital Content in the Age of Society 5.0). PT. Sonpedia Publishing Indonesia</i></p> <hr/> <p><b>Material:</b> types of businesses</p> <p><b>References:</b> <i>Firdaus, Rahmad, et al. 2023. Digital Business Trends (Digitalization-Based Business Optimization &amp; Optimization). Jakarta, PT. Gramedia.</i></p> <hr/> <p><b>Material:</b> creative advertising</p> <p><b>Reader:</b> <i>Widhayani, Arrie. 2020. Proficient in creative writing of advertising texts, slogans and posters. Hidayatul Mubtadi'in Foundation</i></p>	3%
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5	Prepare business proposals based on data	<ol style="list-style-type: none"> <li>1. Use of data about current business trends and consumer needs</li> <li>2. Production costs and determining selling prices</li> <li>3. Distribution of group and project work schedules</li> <li>4. Design marketing and advertising strategies</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. 85-100 points if the proposal is prepared systematically and completely along with data sources</li> <li>2. 70-84 points if the proposal is prepared less systematically and less completely</li> <li>3. 50-69 points if the proposal is prepared not using relevant data and is not systematic</li> <li>4. 0 points if you do not complete the assignment at the specified time</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Portfolio Assessment</p>	project based learning 3 x 50	project based learning 3 x 50	<p><b>Material:</b> df</p> <p><b>References:</b> <i>Arifin, Zainal, et al. 2023. Current Digital Marketing Business (Digital Marketing Skills by Mastering Specialist Digital Content in the Age of Society 5.0). PT. Sonpedia Publishing Indonesia</i></p> <hr/> <p><b>Material:</b> types of businesses</p> <p><b>References:</b> <i>Firdaus, Rahmad, et al. 2023. Digital Business Trends (Digitalization-Based Business Optimization &amp; Optimization). Jakarta, PT. Gramedia.</i></p> <hr/> <p><b>Material:</b> creative advertising</p> <p><b>Reader:</b> <i>Widhayani, Arrie. 2020. Proficient in creative writing of advertising texts, slogans and posters. Hidayatul Mubtadi'in Foundation</i></p>	3%
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6	Develop appropriate marketing and advertising strategies both offline and online	<p>1.able to determine offline and online marketing media</p> <p>2.able to design advertisements (images) intended for marketing</p> <p>3.able to create product marketing content videos</p>	<p><b>Criteria:</b></p> <p>1.85-100 points if advertisements (images), video content are made as well as possible according to the target market and appropriate media</p> <p>2.70-84 points if the advertisement (image), video content does not suit the target market and marketing media</p> <p>3.50-69 points if the clan (image), video content has no marketing (selling) value</p> <p>4.0 points if not collected according to the specified time</p> <p><b>Form of Assessment :</b> Participatory Activities, Portfolio Assessment</p>	Project based learning 3 X 50	Project based learning 3 X 50	<p><b>Material:</b> selling</p> <p><b>Reference:</b> <i>Jenu Widjaya Tandjung, 2008. Spiritual Selling. Jakarta, PT. Gramedia.</i></p> <hr/> <p><b>Material:</b> advertising</p> <p><b>Bibliography:</b> <i>James Timothy, 2008. Tricks for Optimizing Google Adsense. Jakarta, Elex Media Komputindo.</i></p> <hr/> <p><b>Material:</b> video content</p> <p><b>Bibliography:</b> <i>Arifin, Zainal, et al. 2023. Current Digital Marketing Business (Digital Marketing Skills by Mastering Specialist Digital Content in the Age of Society 5.0). PT. Sonpedia Publishing Indonesia</i></p> <hr/> <p><b>Material: df</b></p> <p><b>Reference:</b> <i>MR. BIG WEALTH. 2023. MR. Big Wealths: How To Utilize TIKTOK ADS and MAKE MONEY 2023.</i></p>	3%
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7	Develop appropriate marketing and advertising strategies both offline and online	<ol style="list-style-type: none"> <li>1.able to determine offline and online marketing media</li> <li>2.able to design advertisements (images) intended for marketing</li> <li>3.able to create product marketing content videos</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.85-100 points if advertisements (images), video content are made as well as possible according to the target market and appropriate media</li> <li>2.70-84 points if the advertisement (image), video content does not suit the target market and marketing media</li> <li>3.50-69 points if the clan (image), video content has no marketing (selling) value</li> <li>4.0 points if not collected according to the specified time</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Portfolio Assessment</p>	Project based learning 3 X 50	Project based learning 3 X 50	<p><b>Material:</b> selling <b>Reference:</b> <i>Jenu Widjaya Tandjung, 2008. Spiritual Selling. Jakarta, PT. Gramedia.</i></p> <hr/> <p><b>Material:</b> advertising <b>Bibliography:</b> <i>James Timothy, 2008. Tricks for Optimizing Google Adsense. Jakarta, Elex Media Komputindo.</i></p> <hr/> <p><b>Material:</b> video content <b>Bibliography:</b> <i>Arifin, Zainal, et al. 2023. Current Digital Marketing Business (Digital Marketing Skills by Mastering Specialist Digital Content in the Age of Society 5.0). PT. Sonpedia Publishing Indonesia</i></p> <hr/> <p><b>Material:</b> df <b>Reference:</b> <i>MR. BIG WEALTH. 2023. MR. Big Wealths: How To Utilize TIKTOK ADS and MAKE MONEY 2023.</i></p>	3%
8	UTS Final abilities 1 to 7	<ol style="list-style-type: none"> <li>1.Suitability of proposals and advertisements</li> <li>2.Mastery of proposal content in group presentations</li> <li>3.Group collaboration</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.85-100 points if the group has cohesiveness and a clear division of work, proposals and advertisements are appropriate and do not violate ethics</li> <li>2.70-84 points if the group does not understand the contents of the proposal, and there is a lack of clear division of work</li> <li>3.55-69 points if the group does not master the contents of the proposal, and there is no group collaboration</li> <li>4.0 points if you do not complete the assignment at the specified time</li> </ol> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	3 X 50			25%

9	Describe the packaging of a product	<p>1.9.1. Describe the packaging</p> <p>2.9.2. Describe the types of packaging</p> <p>3.9.3. Describe the importance of packaging in a product</p>	<p><b>Criteria:</b></p> <p>1.If you are able to answer correctly, you will get a score of 100</p> <p>2.If you are able to carry out the simulation well with a score between 60 to 100</p> <p><b>Forms of Assessment :</b></p> <p>Participatory Activities, Portfolio Assessment, Practice / Performance</p>		Discussions, question and answer lectures, discussions with learning media Google Meet and Zoom meetings, and WhatsApp group 10 X 50	<p><b>Material:</b> packaging</p> <p><b>Library:</b> Purwaningtias, Deasy; Nasihin, Muhammad; Arizona, Nanda Diaz. 2020. <i>EBusiness; Basic Concepts of E-Business in the Digital Era.</i> Yogyakarta. Science House</p>	3%
10	Get to know packaging or wrapping materials for various products	<p>1.10.1. Describe the elements that must be present in product packaging</p> <p>2.10.2. Describe the ingredients in a packaging</p>	<p><b>Criteria:</b></p> <p>1.If you are able to answer correctly, you will get a score of 100</p> <p>2.If you are able to carry out the simulation well with a score between 60 to 100</p> <p><b>Forms of Assessment :</b></p> <p>Participatory Activities, Portfolio Assessment, Practice / Performance</p>		Discussions, question and answer lectures, discussions with learning media Google Meet and Zoom meetings, and WhatsApp group 10 X 50	<p><b>Material:</b> packaging</p> <p><b>Library:</b> Purwaningtias, Deasy; Nasihin, Muhammad; Arizona, Nanda Diaz. 2020. <i>EBusiness; Basic Concepts of E-Business in the Digital Era.</i> Yogyakarta. Science House</p>	3%
11	Get to know packaging or wrapping materials for various products	<p>1.11.1. Determine the ingredients in the packaging of a product</p> <p>2.11.2. Types and techniques in packaging</p>	<p><b>Criteria:</b></p> <p>1.If you are able to answer correctly, you will get a score of 100</p> <p>2.If you are able to carry out the simulation well with a score between 60 to 100</p> <p><b>Form of Assessment :</b></p> <p>Participatory Activities, Practice/Performance</p>		Discussions, question and answer lectures, discussions with learning media Google Meet and Zoom meetings, and WhatsApp group 10 X 50	<p><b>Material:</b> packaging</p> <p><b>Literature:</b> Suprijandoko, Firman. 2022. <i>SMART-Pusdiklat #1 Digital Transformation in the World of Education and Training.</i> Makassar, Nasmedia.id</p>	3%
12	Able to practice engineering techniques in packaging	<p>1.12.1. Practice packaging according to the type of product</p> <p>2.12.2. Creating packaging and marketing techniques</p>	<p><b>Criteria:</b></p> <p>1.If you are able to answer correctly, you will get a score of 100</p> <p>2.If you are able to carry out the simulation well with a score between 60 to 100</p> <p><b>Forms of Assessment :</b></p> <p>Participatory Activities, Portfolio Assessment, Practice / Performance</p>		Discussions, questions and answers Lectures, discussions with learning media Google Meet and Zoom meetings, and WhatsApp group 9 X 50	<p><b>Material:</b> packaging</p> <p><b>References:</b> Purwaningtias, Deasy; Nasihin, Muhammad; Arizona, Nanda Diaz. 2020. <i>EBusiness; Basic Concepts of E-Business in the Digital Era.</i> Yogyakarta. Science House</p>	5%
13	Describe online marketing and its types	<p>1.13.1. Describe the meaning of online marketing</p> <p>2.13.2. Describe the differences in online marketing and offline marketing</p> <p>3.13.3. Explain and mention elements in online marketing</p> <p>4.13.2. Benefits and disadvantages of online marketing</p> <p>5.13.3. Risks in online marketing</p>	<p><b>Criteria:</b></p> <p>If you are able to carry out the simulation well with a score between 60 to 100</p> <p><b>Forms of Assessment :</b></p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance</p>		Discussions, questions and answers Lectures, discussions with learning media Google Meet and Zoom meetings, and WhatsApp group 9 X 50	<p><b>Material:</b> online marketing</p> <p><b>Reference:</b> Suprijandoko, Firman. 2022. <i>SMART-Pusdiklat #1 Digital Transformation in the World of Education and Training.</i> Makassar, Nasmedia.id</p>	5%



14	Understanding Blogs and websites in business	1.14.1. Describe Websites and Blogs in business 2.14.2. Describe the advantages and disadvantages of using websites and blogs in business 3.14.3. Describe things that need to be considered when managing a website	<b>Criteria:</b> If you are able to carry out the simulation well with a score between 60 to 100  <b>Forms of Assessment :</b> Participatory Activities, Portfolio Assessment, Practice / Performance		Discussions, questions and answers Lectures, discussions with learning media Google Meet and Zoom meetings, and WhatsApp group 9 X 50	<b>Material:</b> blog <b>Reader:</b> <i>Suprijandoko, Firman. 2022. SMART-Pusdiklat #1 Digital Transformation in the World of Education and Training. Makassar, Nasmedia.id</i>	5%
15	Understand and practice web procedures and development in business	15.1. Understand the procedures for creating blogs and websites in business	<b>Criteria:</b> If you are able to carry out the simulation well with a score between 60 to 100  <b>Forms of Assessment :</b> Participatory Activities, Portfolio Assessment, Practice / Performance		Discussions, questions and answers Lectures, discussions with learning media Google Meet and Zoom meetings, and WhatsApp group 9 X 50	<b>Material:</b> blog <b>Reader:</b> <i>Suprijandoko, Firman. 2022. SMART-Pusdiklat #1 Digital Transformation in the World of Education and Training. Makassar, Nasmedia.id</i>	5%
16	UAS		<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	3 X 50			25%

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	23.76%
2.	Project Results Assessment / Product Assessment	51.25%
3.	Portfolio Assessment	17.26%
4.	Practice / Performance	9.76%
		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** ability in the process and student learning outcomes are specific and measurable statements that identify the ability 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.

