



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

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																																																																			
Introduction to Business	8721103043		T=3 P=0 ECTS=4.77	1	April 18, 2023																																																																																			
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																																																																				
	Raya Sulistyowati, S.Pd., M.Pd.		Renny Dwijayanti, S.Pd., M.Pd	Dr. Tri Sudarwanto, S.Pd., MSM.																																																																																				
Learning model	Project Based Learning																																																																																							
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																							
	PLO-7	Able to apply an entrepreneurial spirit in solving problems according to their field																																																																																						
	PLO-10	Able to apply the concepts of Business and Marketing and other allied scientific fields to support the mastery of knowledge relevant to the development of science and technology																																																																																						
	PLO-16	Able to apply management functions in managing and evaluating business feasibility																																																																																						
	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																																																																																							
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																								
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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 :																																																																																							

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

Supporters:

Supporting lecturer
 Dr. Tri Sudarwanto, S.Pd., MSM.
 Winaika Irawati, S.Pd., M.Pd.
 Putri Hestiningrum, 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	Understand business concepts in the era of globalization	1.Explain business concepts in general 2.Explaining Two Economic Systems (capitalist and led) 3.Identifying developments in the business world to the global era 4.Identifying types of business competition (perfect competition, monopolistic, monopoly, oligopoly)	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct learning 3x50 minutes		3%
2	Describe the business concept of risk & return that business people must face.	1.Explain the meaning of business risk and return 2.Grouping various types of risks and returns in business. 3.Explain the characteristics of business actors in facing risks (risk taker, risk averse and high risk)	Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		3%

3	Distinguish the character of each type of business with its business scale & form of business entity	<ol style="list-style-type: none"> 1.Explain the types of business (manufacturing, service and trade) 2.Explain the criteria for micro, small, medium and large company scales 3.Explain the existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing, Merger, Franchise. 4.Identify the advantages and disadvantages of each form of business entity. 5.Explain the concept of entrepreneurship Objectives Benefits Importance of Entrepreneurial Characteristics Advantages and disadvantages of entrepreneurship 	Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		3%
4	Drawing up a Business Plan	<ol style="list-style-type: none"> 1.Explain the components in business planning 2.Determining the Steps for Preparing a Business Plan 	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		4%
5	Identifying the Company's Business Environment	<ol style="list-style-type: none"> 1.Explain the various types of company business environments 2.Grouping the Internal environment (directly influencing the company): man, money, method, machine, material, and Entrepreneur, supplier 3.Grouping the external environment (indirectly influencing the company): economic, political, legal, socio-cultural, government regulations 4.Explain the Macro environment and Micro environment 	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		4%

6	Identifying SWOT analysis	<ol style="list-style-type: none"> 1.Explain the concept of SWOT analysis, the purpose of making SWOT analysis. 2.Determining the stages of creating a SWOT analysis 3.Identifying the Strengths and Weaknesses of the company's internal environment 4.Identifying Opportunities and Threats from the company's internal environment 	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		4%
7	Understand the concept of Ethics and Corporate Social Responsibility	<ol style="list-style-type: none"> 1.Explains the concept of ethics and norms in general 2.Explain the concept of business ethics 3.Explain the components of Business Ethics 4.Explaining the Concept of Corporate Social Responsibility (CSR) 5.Classifying CSR practice models 6.Analyzing CSR practices of small, medium and large companies 	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		4%
8			Form of Assessment : Participatory Activities, Tests				20%
9	Applying Marketing Aspects in business activities	<ol style="list-style-type: none"> 1.Explain the meaning of marketing concepts, Marketing Functions 2.Explain the concept of Marketing Strategy 3.Grouping Marketing mix (companies in general 4 Ps (product, price, place, promotion) and service companies 7Ps (product, price, place, promotion, people, process physical evidence) 	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		3%

10		<ol style="list-style-type: none"> 1.Explain the meaning of operational management, production and service processes. Product design concept Requirements for materials and tools 2.Determine the nature of the process and product properties 3.Identify the layout of the production process 4.Explain the concept of Inventory Management 5.Analyzing Needs using the EOQ, ROP method 	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		3%
11		<ol style="list-style-type: none"> 1.Explain the meaning of the HR concept 2.Identifying HR Functions: analysis of TK needs, planning, recruitment, selection, placement, management, development and dismissal. 3.Explain several motivation theories 	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		3%
12		<ol style="list-style-type: none"> 1.Explain the meaning of financial aspects 2.Explaining Financial Management 3.Analyze funding needs, sources of funds, financial performance, financial reports, ratio analysis (liquidity, solvency, profitability and activity) 	Criteria: Scoring guidelines Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		4%
13	Develop a Business Plan Concept for the company's business aspects	Identify 4 aspects of the company's business	Criteria: 4 Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		4%
14	Develop a Business Plan Concept for the company's business aspects	Identify 4 aspects of the company's business	Criteria: 4 Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		4%

15	Describes SIM in the business realm	1.Explain the meaning of a management information system, SIM function 2.Analyzing the relationship between SIM and the business world	Form of Assessment : Participatory Activities	Lectures, Discussions, Presentations 3x50 minutes	Direct Learning 3x50 minutes		4%
16	Final exams		Form of Assessment : Test				30%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	60%
2.	Test	40%
		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.