

Universitas Negeri Surabaya Faculty of Economics and Business Digital Business Undergraduate Study Program

Document Code

SEMESTER LEARNING PLAN

Data analytics 6120903034 Compulsory Study Program Subjects T=0 P=1 ECTS=1.59 5 July AUTHORIZATION SP Developer Course Cluster Coordinator Study Program Coordinator Study Program Coordinator Muhammad Fajar Wahyudi Rahman, S.E., M.M. Riska Dhena Bayu S.Kom., M.M. Hujjatullah Fazlu S.E., MB. Learning model Project Based Learning Hujjatullah Fajar Wahyudi Rahman, S.E., M.M. Riska Dhena Bayu S.Kom., M.M. Hujjatullah Fazlu S.E., MB. Program Learning Outcomes (PLO) PLO study program that is charged to the course Forgram Objectives (PO) Po - 1 Able to select and carry out Data Analytics activities that are appropriate to the context of the business faced FO - 2 PO - 2 Students are able to understand the basics, functions and benefits of data analysis by identifying and appropriate and reputable research questionnaire items and tabulating data in MS. Excel. PO - 3 PO - 3 Students are able to analyze data and interpret the results of data analysis using Orange Data decision-making processes in business	Courses		COD	CODE			Course Family			C	Credi	t Weigh	t	SEM	SEMESTER	Cor Dat	npilat e	
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hort ourse escription This course is integrated into the MBKM internship. The Data Analytics course places more emphasis on providing marketing and human resources. This program used are MS Excel, Orange Data Mining and Smart-PLS 3/4, both in the fields on output results that have been processed through data processing interpretation. Based on comprehensive data analysis, it will be useful for digital marketing, technopreneur and digita consultant concentrations.	-	PO Matrix at the end of each learning stage (Sub-PO)																
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		F., Ringle, C. M., & , 19(2), 139-152.	Sarstedt, M. (2011).	PLS-SEM: Ind	eed a silver bullet. Jourr	nal of Marketir	ng theory and
Support lecturer	Renny Sari Dewi	u, S.Kom., M.M. , S. Kom., M. Kom., I r Wahyudi Rahman,					
Week-	Final abilities of each learning stage	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [Assessment Weight (%)
	(Sub-PO)	Indicator	Criteria & Form	Offline(offline)	Online (<i>online</i>)	References]	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	 Students are able to understand the basics, functions and benefits of data analysis Students are able to identify and select appropriate and reputable research questionnaire items 	 Understand the basics, functions and benefits of data analysis Identify and select appropriate and reputable questionnaire items Tabulating data on MS. Excel is good and correct 	Criteria: Accuracy, suitability and mastery Form of Assessment : Participatory Activities	Lectures and Practicum 3x50	Lectures and Practicum 3x50		5%
2	 Students are able to analyze data using Orange Data Mining Students are able to interpret the results of data analysis using Orange Data Mining 	 Display research data, news text, public opinion text, work program text and so on using Orange Data Mining Perform, display visual programming and interpret test results using Orange Data Mining 	Criteria: Accuracy, suitability and mastery Form of Assessment : Participatory Activities	Lectures and practicum 3x50	Lectures and Practicum 3x50		5%

3	 Students are able to analyze data using Partial Least Square Structural Equation Modeling (PLS- SEM) Students are able to interpret the results of data analysis using Partial Least Square Structural Equation Modeling (PLS- SEM) 	 Carry out and interpret the results of measurement model/outer model tests consisting of convergent validity, discriminant validity, composite reliability and Cronbach's alpha with Smart-PLS 3/4 Carrying out and interpreting the results of structural model/inner model tests consisting of r-square and bootstrapping procedures with Smart- PLS 3/4 Perform and interpret Goodness of Fit test results with Smart-PLS 3/4 	Criteria: Accuracy, suitability and mastery Form of Assessment : Participatory Activities	Lectures and Practicum 3x50	Lectures and Practicum 3x50	5%
4	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices 3x50	Field Work Practices 3x50	5%
5	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices 3x50	Field Work Practices 3x50	5%
6	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices 3x50	Field Work Practices 3x50	5%
7	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices 3x50	Field Work Practices 3x50	5%
8	Prepare Internship Activity Plan Reports	Students are able to explain the Activity Plan Report (LRK) and the potential for data collection for Data Analytics	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practice 2x50	Field Work Practice 2x50	10%

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9	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices	Field Work Practices	5%
10	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices	Field Work Practices	5%
11	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices	Field Work Practices	5%
12	Students Carry Out Monitoring and Evaluation	Explains the progress of data capture and data analysis for Data Analytics	Criteria: Accuracy, suitability and mastery Form of Assessment : Project Results Assessment / Product Assessment	Field Work Practices 3x50	Field Work Practices 3x50	10%
13	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices 3x50	Field Work Practices 3x50	5%
14	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices 3x50	Field Work Practices 3x50	5%
15	Students Undertake Internships at Companies	Students are able to use Orange Data Mining or Smart- PLS as data analysis according to their work area	Criteria: Accuracy, suitability and mastery Form of Assessment : Practice / Performance	Field Work Practices 3x50	Field Work Practices 3x50	10%
16	Students Conduct Internship Results Seminar	 Compile Interactive Reports on Company User Engagement Data Presenting the Final Activity Report (LAK) Data Analytics 	Criteria: Accuracy, suitability and mastery Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance	Field Work Practices and Presentations 2x50	Field Work Practices and Presentations 2x50	10%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	15%
2.	Project Results Assessment / Product Assessment	15%
3.	Practice / Performance	70%

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.
- 3. **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.
- 4. **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.
- 5. 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.
- 6. 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.
- 7. Forms of assessment: test and non-test.
- 8. **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.
- 10. Learning materials are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 11. 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%.
- 12. TM=Face to face, PT=Structured assignments, BM=Independent study.