

	Universitas Negeri Surabaya Faculty of Economics and Business Digital Business Undergraduate Study Program					Document Code						
	SEMESTER LEARNING PLAN											
Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date					
Digital Business Simulation	6120906038	Study Program	T=0	P=0	ECTS=0	6	July 19, 2024					
AUTHORIZATION	SP Developer		Course Cluster Coordinator		Study Program Coordinator							
		Hujjatullah Fazlurrahman, S.E., MBA.							
Learning model	Project Based Learning											
Program Learning Outcomes (PLO)	PLO study program that is charged to the course											
	Program Objectives (PO)											
	PO - 1	Students are able to analyze the situation of Business Units and Businesses in Real Work Lectures. 1. Students are able to analyze the situation of Business Units and Businesses in the Community Service Program.										
	PO - 2	Students are able to implement digitalization in business units during Real Work Lectures. 2. Students are able to implement digitalization in business units during the Community Service Program.										
	PO - 3	Students are able to design user interfaces and experiences in the process of digitizing business units 3. Students are able to design user interfaces and experiences in the process of digitizing business units										
	PO - 4	Students are able to analyze the needs of online advertising and SEO in implementing digital business. 4. Students are able to analyze the needs of online advertising and SEO in implementing digital business.										
	PO - 5	Students are able to analyze customer strategies in implementing digital business in business units 5. Students are able to analyze customer strategies in implementing digital business in business units										
	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 how to apply digitalization to business processes in village business units (BUMDES, Village MSMEs, etc.) so that later it can provide improvements to existing businesses or even new digital-based businesses. This digitalization will later be made in the form of a digital business simulation based on existing business units, with studies identifying business processes and indicators so that they can provide more beneficial value to the village business units.																																																																																																																																						
References	Main : 1. 1. Solomons, Dionne. eMarketing, The Essential Guide to Marketing in a Digital World, 7th Edition, 2022, Quirk Education Pty (Ltd). 2. 2. Charlesworth, Alan. Digital Marketing, A Practical Approach, 3rd Edition, 2018, Routledge. 3. 3. Kotler, Philip. Marketing 4.0, Moving from Traditional to Digital, 2017, Wiley.																																																																																																																																						
	Supporters:																																																																																																																																						
Supporting lecturer	Dr. Nanang Hoesen Hidroes Abbrori, S.T., M.T.I. Dr. Ratih Amelia, S.E., M.M. Riska Dhenabayu, S.Kom., M.M.																																																																																																																																						
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)																																																																																																																																		
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Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

Notes

1. **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.
2. **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** 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.
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.
9. **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.