



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																																																																																																															
Technopreneurship	6120906022	Compulsory Study Program Subjects	T=0 P=0 ECTS=0	4	July 17, 2024																																																																																																															
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																																																																																																
	Hujjatullah Fazlurrahman		Hafid Kholidi Hadi S.E., M.SM.	Hujjatullah Fazlurrahman, S.E., MBA.																																																																																																																
Learning model	Project Based Learning																																																																																																																			
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																																																			
	Program Objectives (PO)																																																																																																																			
	PO - 1	Students are able to clearly interpret the basic theory of digital entrepreneurship.																																																																																																																		
	PO - 2	Students are able to make a business plan correctly																																																																																																																		
	PO - 3	Students are able to practice business activities based on the business plan that has been created.																																																																																																																		
	PO - 4	Students are able to show the character of faith, intelligence, independence, honesty, caring and resilience in entrepreneurship learning activities																																																																																																																		
	PLO-PO Matrix																																																																																																																			
		<table border="1" style="margin-left: auto; margin-right: auto;"> <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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PO Matrix at the end of each learning stage (Sub-PO)																																																																																																																				
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <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> </thead> <tbody> <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> </tbody> </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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Short Course Description	In this course, students will learn about the future of digitally enabled entrepreneurship and commerce, by designing and launching their own digital business. This course allows students to test their own business ideas without previous technical experience																																																																																																																			
References	Main :																																																																																																																			
	<ol style="list-style-type: none"> 1. 1. Allen, J. P. (2019). Digital entrepreneurship. Routledge. 2. 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). Digital entrepreneurship: Impact on business and society (p. 327). Springer Nature. 3. 3. Hosu, I., & Iancu, I. (Eds.). (2016). Digital Entrepreneurship and Global Innovation. IGI Global. 4. 4. William, B. K., Sawyer, S. C., Berston, S., (2013). Business: A Practical Introduction. Upper Saddle River, N.J: Prentice Hall 																																																																																																																			
	Supporters:																																																																																																																			
Supporting lecturer	Dr. Purwohandoko, M.M. Hujjatullah Fazlurrahman, S.E., MBA. Hafid Kholidi Hadi, S.E., M.SM. Fresha Kharisma, S.E., M.SM.																																																																																																																			

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	Identify the basic concepts of digital entrepreneurship	1.1. Able to explain the definition of technopreneur and E-commerce 2.2. Able to identify and explain the characteristics of successful technopreneurs 3.3. Accuracy in explaining the digital entrepreneurship development model 4.4. Accuracy in analyzing the advantages and disadvantages of digital entrepreneurship	Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting	Presentation, discussion, skills practice 3 x 50		Material: Entrepreneurship References: 1. Allen, JP (2019). <i>Digital entrepreneurship</i> . Routledge.	0%
2	1.1. Able to identify the basic concepts of digital entrepreneurship planning 2.2. Able to implement digital entrepreneurial planning	1.1. Accuracy in explaining the definition and benefits of planning 2.2. Accuracy in explaining the scope of entrepreneurial planning 3.3. Understand creative steps to identify business opportunities	Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting	Discussion; Develop a dream to be achieved; Identify business plans and opportunities based on capabilities and strengths 3x50		Material: Spirit of Entrepreneurship References: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society (p. 327)</i> . Springer Nature.	0%
3	1.1. Able to identify the basic concepts of digital entrepreneurship planning 2.2. Able to implement digital entrepreneurship planning	1.1. Accuracy in explaining the definition and benefits of planning 2.2. Accuracy in explaining the scope of entrepreneurial planning 3.3. Understand creative steps to identify business opportunities 4.4. Accuracy in Making a Business Plan	Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting	Discussion; Develop a dream to be achieved; Identify business plans and opportunities based on capabilities and strengths 3x50		Material: Spirit of Entrepreneurship References: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society (p. 327)</i> . Springer Nature.	0%
4	1.1. Students are able to identify the basic concepts of digital marketing 2.2. Students are able to practice digital marketing	1.1. Explain the definition of digital marketing 2.2. Identify the types of digital marketing 3.3. Analyzing Social Media Marketing (SMM) 4.4. Explain Segmenting Targeting Positioning (STP) 5.5. Explain customer value 6.6. Explain the Marketing Mix	Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting Form of Assessment : Project Results Assessment / Product Assessment	Presentation; discussion; Identify types of digital marketing; Arrange STP 3 x 50		Material: Strategic marketing References: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society (p. 327)</i> . Springer Nature. Material: Marketing Bibliography: 1. Allen, JP (2019). <i>Digital entrepreneurship</i> . Routledge.	5%

5	<p>1.1. Students are able to identify the basic concepts of digital marketing</p> <p>2.2. Students are able to practice digital marketing</p>	<p>1.1. Explain the definition of digital marketing</p> <p>2.2. Identify the types of digital marketing</p> <p>3.3. Analyzing Social Media Marketing (SMM)</p> <p>4.4. Explain Segmenting Targeting Positioning (STP)</p> <p>5.5. Explain customer value</p> <p>6.6. Explain the Marketing Mix</p>	<p>Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting</p> <p>Form of Assessment : Participatory Activities</p>	<p>Presentation; discussion; Identify types of digital marketing; Arrange STP 3 x 50</p>		<p>Material: Strategic marketing</p> <p>References: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society</i> (p. 327). Springer Nature.</p> <hr/> <p>Material: Marketing</p> <p>Bibliography: 1. Allen, JP (2019). <i>Digital entrepreneurship</i>. Routledge.</p>	5%
6	<p>1.1. Able to identify the basic concepts of blockchain technology</p> <p>2.2. Able to implement blockchain technology</p>	<p>1.Accuracy explains the definition of Blockchain</p> <p>2.The precision of the three pillars of blockchain technology</p> <p>3.Accuracy of identifying blockchain types and characteristics</p> <p>4.Accuracy of analyzing how blockchain works</p> <p>5.Accuracy of identifying key challenges using blockchain technology</p> <p>6.Accuracy of implementing blockchain technology</p>	<p>Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting</p> <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	<p>Presentation; discussion; practice 3 x 50</p>		<p>Material: Blockchain</p> <p>References: 1. Allen, JP (2019). <i>Digital entrepreneurship</i>. Routledge.</p> <hr/> <p>Material: Blockchain Technology</p> <p>Bibliography: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society</i> (p. 327). Springer Nature.</p>	10%
7	<p>1.1. Able to identify the basic concepts of blockchain technology</p> <p>2.2. Able to implement blockchain technology</p>	<p>1.Accuracy explains the definition of Blockchain</p> <p>2.The precision of the three pillars of blockchain technology</p> <p>3.Accuracy of identifying blockchain types and characteristics</p> <p>4.Accuracy of analyzing how blockchain works</p> <p>5.Accuracy of identifying key challenges using blockchain technology</p> <p>6.Accuracy of implementing blockchain technology</p>	<p>Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting</p> <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	<p>Presentation; discussion; practice 3 x 50</p>		<p>Material: Blockchain</p> <p>References: 1. Allen, JP (2019). <i>Digital entrepreneurship</i>. Routledge.</p> <hr/> <p>Material: Blockchain Technology</p> <p>Bibliography: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society</i> (p. 327). Springer Nature.</p>	10%
8	Midterm exam		<p>Form of Assessment : Test</p>	Doing UTS 2 x 50			10%

9	<p>1.1. Able to identify the concepts of sources of funds, debt and equity</p> <p>2.2. Able to utilize funding sources to expand the reach of digital entrepreneurship</p>		<p>Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>		<p>1. Accuracy in explaining capital requirements planning</p> <p>2. Accuracy in identifying debt capital and equity capital</p> <p>3. Accuracy in identifying the characteristics of funding</p> <p>4. Accuracy in analyzing funding methods 3 x 50</p>	<p>Material: Funding Bibliography: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society (p. 327)</i>. Springer Nature.</p>	5%
10	<p>1.1. Students are able to identify the basic concepts of financial reports</p> <p>2.2. Students are able to implement making financial reports</p>	Accuracy of analyzing company financial reports	<p>Form of Assessment : Project Results Assessment / Product Assessment</p>		<p>Prepare company financial reports; Prepare start-up financial reports; Presentation 3 x 50</p>	<p>Material: Financial References: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society (p. 327)</i>. Springer Nature.</p> <p>Material: Financial instruments References: 3. Hosu, I., & Iancu, I. (Eds.). (2016). <i>Digital Entrepreneurship and Global Innovation</i>. IGI Global.</p>	5%
11	<p>1.1. Students are able to identify the basic concepts of financial reports</p> <p>2.2. Students are able to implement making financial reports</p>	Accuracy of analyzing company financial reports	<p>Criteria: Criteria: Holistic Rubric Criteria: Holistic Rubric Technique: Non-test form, composing and presenting</p>	<p>Prepare company financial reports; Prepare start-up financial reports; Presentation 3 x 50</p>	<p>Material: Financial References: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society (p. 327)</i>. Springer Nature.</p> <p>Material: Financial instruments References: 3. Hosu, I., & Iancu, I. (Eds.). (2016). <i>Digital Entrepreneurship and Global Innovation</i>. IGI Global.</p>	5%	
12	<p>1.1. Students are able to identify the basic concepts of business law and their application</p> <p>2.2. Students are able to analyze cases of business law violations</p>	<p>1.1. Accuracy in explaining the basic concepts of business law (Definition of law and business)</p> <p>2.2. Accuracy in explaining the scope of business law in Indonesia</p> <p>3.3. Accuracy in analyzing cases of violations of national and international business law</p>	<p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Presents the basic concepts of business law, the scope of business law, and 3 x 50 cases of business law violations</p>	<p>Material: Business ethics References: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society (p. 327)</i>. Springer Nature.</p> <p>Material: Case study References: 1. Allen, JP (2019). <i>Digital entrepreneurship</i>. Routledge.</p>	15%	

13	<p>1.1. Students are able to identify the basic concepts of business law and their application</p> <p>2.2. Students are able to analyze cases of business law violations</p>	<p>1.1. Accuracy in explaining the basic concepts of business law (Definition of law and business)</p> <p>2.2. Accuracy in explaining the scope of business law in Indonesia</p> <p>3.3. Accuracy in analyzing cases of violations of national and international business law</p>	<p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Presents the basic concepts of business law, the scope of business law, and 3 x 50 cases of business law violations</p>	<p>Material: Business ethics References: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society</i> (p. 327). Springer Nature.</p> <p>Material: Case study References: 1. Allen, JP (2019). <i>Digital entrepreneurship</i>. Routledge.</p>	5%
14	<p>1. Students are able to identify the basic concepts of management succession</p>	<p>1.1. Accuracy in explaining the benefits of entrepreneurial succession planning</p> <p>2.2. Accuracy of identifying the difference between succession planning and succession management</p>	<p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Presentation and discussion 3 x 50</p>	<p>Material: Succession Bibliography: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society</i> (p. 327). Springer Nature.</p> <p>Material: Family Business References: 3. Hosu, I., & Iancu, I. (Eds.). (2016). <i>Digital Entrepreneurship and Global Innovation</i>. IGI Global.</p>	5%
15	<p>1.1. Students are able to identify the basic concepts of e-business strategy</p> <p>2.2. Students are able to maintain digital entrepreneurship</p> <p>3.3. Students are able to analyze the failure of a digital entrepreneurship business strategy</p>	<p>1.1. Accuracy in explaining the meaning of e-business strategy</p> <p>2.2. Accuracy in analyzing how to become a strong entrepreneur</p> <p>3.3. Accuracy Increase enthusiasm for developing entrepreneurship</p>	<p>Criteria: Criteria: Task assessment rubric Accuracy of describing and explaining the material. Non-test form: case study</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Presentation of Business Plan Progress; Discussion 3x50</p>	<p>Material: e-business Bibliography: 2. Soltanifar, M., Hughes, M., & Göcke, L. (2021). <i>Digital entrepreneurship: Impact on business and society</i> (p. 327). Springer Nature.</p> <p>Material: Startup Bibliography: 3. Hosu, I., & Iancu, I. (Eds.). (2016). <i>Digital Entrepreneurship and Global Innovation</i>. IGI Global.</p> <p>Material: how to be a successful startup Reference: 4. William, BK, Sawyer, SC, Berston, S., (2013). <i>Business: A Practical Introduction</i>. Upper Saddle River, NJ: Prentice Hall</p>	5%
16			<p>Form of Assessment : Project Results Assessment / Product Assessment</p>		<p>Collect 2 x 50 business plan projects</p>	15%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	25%
2.	Project Results Assessment / Product Assessment	50%
3.	Practice / Performance	10%

4.	Test	10%
		95%

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** 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.
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.