



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

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																	
Business Feasibility Study	8720302318		T=2 P=0 ECTS=3.18	7	July 18, 2024																																	
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																		
	Dr. Retno Mustika Dewi, S.Pd., M.Pd.																																		
Learning model	Case Studies																																					
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																					
	Program Objectives (PO)																																					
	PLO-PO Matrix																																					
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td style="width: 30px; height: 20px;">P.O</td></tr> </table>					P.O																															
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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;"> <tr> <td rowspan="2" style="width: 30px; height: 20px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 15px; height: 15px;">1</td> <td style="width: 15px; height: 15px;">2</td> <td style="width: 15px; height: 15px;">3</td> <td style="width: 15px; height: 15px;">4</td> <td style="width: 15px; height: 15px;">5</td> <td style="width: 15px; height: 15px;">6</td> <td style="width: 15px; height: 15px;">7</td> <td style="width: 15px; height: 15px;">8</td> <td style="width: 15px; height: 15px;">9</td> <td style="width: 15px; height: 15px;">10</td> <td style="width: 15px; height: 15px;">11</td> <td style="width: 15px; height: 15px;">12</td> <td style="width: 15px; height: 15px;">13</td> <td style="width: 15px; height: 15px;">14</td> <td style="width: 15px; height: 15px;">15</td> <td style="width: 15px; height: 15px;">16</td> </tr> </table>					P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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Short Course Description	This course provides an understanding of how to assess the feasibility of investments made by an organization to provide benefits or not by assessing market and marketing aspects, technical/operational aspects, human resource aspects, financial aspects, legal aspects, economic and social aspects, and environmental impact analysis (AMDAL). . The learning method used is field observation of business partners.																																					
References	Main :																																					
	1. Purwohandoko, dkk. 2014.Studi Kelayakan Bisnis. Surabaya:UNIPRESS. 2. Umar, Husein. 2005.Studi Kelayakan Bisnis : Manajemen, Metode dan Kasus. Jakarta :Gramedia 3. Sucipto, Agus. 2010.Studi Kelayakan Bisnis. Cetakan I.Malang : UIN Maliki Press4. Suliyanto. 2011.Studi Kelayakan Bisnis. Edisi I.Andi Publisher.																																					
	Supporters:																																					
Supporting lecturer	Dr. Harti, M.Si. Dr. Tri Sudarwanto, S.Pd., MSM. Dr. Raya Sulistyowati, 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	Understand the feasibility of a business and what needs to be considered when preparing a feasibility study report	1. Understand the meaning and objectives of a business feasibility study 2. Explain the institutions that require feasibility studies 3. Explain the objectives of investment decisions and the importance of investment 4. Explain aspects of a feasibility study 5. Explain the tools and analytical framework for feasibility studies 6. Explain the criteria for evaluating a feasibility study		Questions and Answers and Discussion 4 X 50			0%
2	Understand the items in market aspects and marketing aspects that are assessed in business feasibility	1. Explain the characteristics of the market aspect 2. Explain the strengths, weaknesses, opportunities and threats of the business 3. Explain marketing strategies and marketing mix optimization strategies 4. Explain the company's competitive strategy in expanding its business 5. Explain methods, approaches, techniques and obstacles in measuring forecasting and demand for products/services to see market opportunities		Questions and Answers and Discussion 4 X 50			0%
3	Understand items in technical/operational aspects that are assessed in business feasibility	1. Explain the system and operating procedures 2. Calculating production capacity 3. Explain inventory management 4. Explain the facilities and production facilities needed to support technical activities in the feasibility study		Questions and Answers and Discussion 4 X 50			0%
4	Understand items in management aspects and workforce needs that are assessed in business feasibility	1. Explain the type of work and describe the work required to support management in the feasibility study 2. Describe the job requirements necessary to support management in the feasibility study 3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies		Questions and Answers and Discussion 4 X 50			0%
5	Understand the items in the financial aspects that are assessed in business feasibility	1. Calculating the need and sources of investment funds 2. Estimating business cash flow and the importance of cash flow in business assessment 3. Explaining and assessing investment proposals using various existing methods 4. Explain the concept of risk in investment assessment 5. Explaining the costs that must be borne by the company, calculating capital costs from existing funding sources, explaining alternative methods for linking investment decisions with spending decisions as well as cash flow management and use of capital costs		Live Learning and Discussion 4 X 50			0%

6	Understand the items in the financial aspects that are assessed in business feasibility	1. Calculating the need and sources of investment funds 2. Estimating business cash flow and the importance of cash flow in business assessment 3. Explaining and assessing investment proposals using various existing methods 4. Explain the concept of risk in investment assessment 5. Explain the costs that must be borne by the company, calculate the cost of capital from existing funding sources, explain alternative methods for linking investment decisions with spending decisions and estimate cash flow and use of capital costs		Direct learning and 4 X 50 Discussion			0%
7	Understand the items in the supporting aspects that are assessed in business feasibility	1. Able to explain the types of business and business permit requirements 2. Able to explain business establishment procedures 3. Able to explain the impact of environmental pollution 4. Able to explain the impact of labor absorption on the environment 5. Able to explain the social, economic and cultural impacts on the environment		Questions and Answers and Discussion 4 X 50			0%
8	MIDDLE SEMESTER EXAMINATION (UTS)			4 X 50			0%
9	Prepare business feasibility study reports	1. Analyzing market aspects of MSMEs 2. Assessing the feasibility of MSMEs in terms of market aspects		Direct Learning Cooperative learning with Investigation group Discussion 4 X 50			0%
10	Prepare business feasibility study reports	1. Analyzing marketing aspects in MSMEs 2. Assessing the feasibility of MSMEs in terms of marketing aspects		Cooperative learning with Investigation group Discussion 4 X 50			0%
11	Prepare business feasibility study reports	1. Analyzing technical/operational aspects of MSMEs 2. Assessing the feasibility of MSMEs in terms of technical/operational aspects		Direct learning Cooperative learning with Investigation group Discussion 4 X 50			0%
12	Prepare business feasibility study reports	1. Analyzing management aspects and workforce needs in MSMEs 2. Assessing the feasibility of MSMEs in terms of management aspects and workforce needs		Direct learning Cooperative learning with Investigation group Discussion 4 X 50			0%
13	Prepare business feasibility study reports	1. Analyzing financial aspects of MSMEs 2. Assessing the feasibility of MSMEs in terms of financial aspects		Direct learning Cooperative learning with Investigation group Discussion 4 X 50			0%

14	Prepare business feasibility study reports	1.Analyzing legal aspects of MSMEs 2.Assessing the feasibility of MSMEs in terms of legal aspects		Direct learning Cooperative learning with Investigation group Discussion 4 X 50			0%
15	Prepare business feasibility study reports	1. Analyzing environmental aspects of MSMEs 2. Assessing the feasibility of MSMEs in terms of environmental aspects		Direct learning Cooperative learning with Investigation group Discussion 4 X 50			0%
16	FINAL SEMESTER EXAMINATION (UAS)			4 X 50			0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

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.