



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

SEMESTER LEARNING PLAN

Courses			CODE			Cour	se Fa	mily		Cred	lit We	ight	SEMEST	ER	Com Date	pilation
Introduction t	o Business		8720303196	i					T=3 P=0 ECTS=4.77			1		April 2023		
AUTHORIZAT	ION		SP Develop	er					Cours	se Clu	ster C	oordinator	Study Program Coordinator		nator	
			Renny Dwijayanti, S.Pd., M.Pd			Renny Dwijayanti, S.Pd., M.Pd			Dr. Retno Mustika Dewi, S.Pd., M.Pd.		i, S.Pd.,					
Learning model	Case Studies															
Program	PLO study pro	gram	that is char	ged 1	to the co	urse										
Learning Outcomes	Program Object	ctives	(PO)	_												
(PLO)	PO - 1	Able t	o use concep	ts an	d theories	in an i	ntrodu	ıction	to bus	iness						
	PO - 2	Apply	and design a	simp	le busines	s plan										
	PO - 3		o demonstrat		esponsible	attitu	de for	achi	eving v	work r	esults	both individu	ally and in	groups	in activ	vities and
	PLO-PO Matrix	<														
			P.O	7												
			PO-1													
			PO-2													
			PO-3	-												
			PU-3													
	PO Matrix at th	ne end	l of each lea	rnin	g stage (S	Sub-P	O)									
		_														
			P.O							١,	Neek			1	-	
				1	2 3	4	5	6	7	8	9	10 11	12 13	14	15	16
		PC	D-1													
		PC)-2													
		PC)-3													
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Short Course Description	This course exal organizing busin and implementin out by applying contextual busin attention to busin strategies by pa presentation, and	ess co ng appr discu ness pl ness en nying a	mpanies, pay ropriate mark ssion, preser anning and convironmental ttention to bu	ing at eting ntatio levelo factor	ttention to strategies n and pro ppment, wl s, develop	busine by pa ject n nich in ing hu	ess en ying a nethoo Iclude Iman I	vironi attenti ds. C form resou	mental on to l ourse s of b rces, c	factors ousine Descr usines ontroll	s, deve ss eth iption s own ing pro	eloping huma ics and socia This course ership, organ oduction, and	n resources I responsib examines izing busin carrying ou	s, monito vility. Lea the bas less con lt approp	oring pr arning i sic con npanies oriate n	roduction, is carried ncepts of s, paying narketing
References	Main :															
	 Griffin, Ricky W., and Ebert, Ronald J., 2013 :Business Essentials, New Jersey : Pearson Education. Sumarni, Murti, 2003 :Pengantar Bisnis, Yogyakarta. Liberty Pride, William M., Hughes, Robert J., and Kapoor Jack R., 2014.Business, Ohio : South-Western Fuad dkk, 2000 :Pengantar Bisnis, PT. Gramedia Pustaka Utama, Jakarta Porter, Micheal, 2001 :Strategi Bersaing, Teknik Menganalisis Industri, dan Pesaing, Erlangga, Jakarta. Gene Boone and Dave Kurtz. 2012.Contemporary Business. MA : John Wiley & Sons, Inc. Brown, Betty J. and Clow, John E 2008.Introduction to Business. California : Glencoe/McGraw-Hill Peng, Mike W. 2012.Global Business, OH : South-Western, Cengage Learning Van Horne, James C. And Wachowicz, John M.2008.Fundamentals of financial management. London : Pearson E Limited O 19Brien, James A. and Marakas, George M. 2011.Management information systems. New York : McGraw-Hill/Irwin 						Education									
	Supporters:															

Supporting lecturer

Prof. Drs. Yoyok Soesatyo, S.H., M.M., Ph.D. Renny Dwijayanti, S.Pd., M.Pd. Ruri Nurul Aeni Wulandari, S.Pd., M.Pd. Winaika Irawati, S.Pd., M.Pd.

Week-	Final abilities of each learning stage	Eva	luation	Lear Studer	elp Learning, ning methods, nt Assignments, stimated time]	Learning materials	Assessment Weight (%)
	(Sub-PO)	Indicator	Criteria & Form	Offline (offline)	Online (online)	[References]	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Understand business concepts in the era of globalization	Explain: - General business concepts - Two economic systems (capitalist and guided) Identify: - Development of the business world to the global era - Types of business competition (perfect competition, monopolistic, monopoly, oligopoly)	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10	Learning Method: 1. Lecture 2. Discussion 3. Case study and Q&A (Conducting analysis on several companies in East Java and Indonesia. As well as the stages of companies entering global (cases of SMEs and large companies). Alternative learning strategies used: Cooperative Learning Direct Learning 3 X 50		Material: business concepts in the era of globalization Reader: Gene Boone and Dave Kurtz. 2012. Contemporary Business. MA: John Wiley & Sons, Inc.	3%
			:				
2	Describe the business concept of risk & return that business people must face.	Explain the meaning of business risk and return. Classify the various types of risk and return in business. Explain the characteristics of business actors in facing risks (risk taker, risk averse and high risk)	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: 1. Lecture 2. Alternative Discussion Learning strategy used: Direct learning Problem based learning 3 X 50		Material: 1. understanding business risk and return 2. various types of risk and return in business. 3. characteristics of business actors in facing risk (risk taker, risk averse and high risk) References: Griffin, Ricky W., and Ebert, Ronald J., 2013: Business Essentials, New Jersey: Pearson Education.	3%

3	Distinguish the character of each type of business with its business scale & form of business entity	Explaining the types of business (manufacturing, services and trade) Explaining the criteria for micro, small, medium and large enterprise scales. Explaining the existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing, Merger, Franchise, Identify the advantages and disadvantages of each form of business entity. Explain the concept of entrepreneurship. Objectives. Benefits. The importance of entrepreneurial characteristics. The advantages and disadvantages of entrepreneurship	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment is	Learning Method: 1. Lecture 2. Question and answer discussion Alternative Learning strategy used: Direct learning 3 X 50	Material: character of each type of business with its business scale & form of business entity Reference: Porter, Micheal, 2001: Competitive Strategy, Techniques for Analyzing Industry, and Competitors, Erlangga, Jakarta.	2%
4	Drawing up a Business Plan	Explain the components in business planning, namely: 1. Vision and mission 2. Business Goals 3. Business Targets 4. Business Strategy 5. Resource Allocation 6. Strategy Implementation 7. Control Determining Steps for Preparing a Business Plan	Participatory Activities Criteria: 1. The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6. The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Lecture Discussion Case Study Alternative Learning strategies used - Cooperative Learning - PBI 3 X 50	Material: 1. Components in business planning, namely: a. Vision and mission b. Business Objectives c. Business Goals d. Business Goals d. Business Strategy e. Resource Allocation f. Strategy Implementation g. Control 2. Steps in Preparing Peren Bibliography: Brown, Betty J. and Clow, John E 2008.Introduction to Business. California: Glencoe/McGraw-Hill	3%

5	Identifying the Company's Business Environment	Explain the various types of company business environments: Classify the Internal environment (directly affecting the company): man, money, method, machine, material, and Entrepreneur, suppliers. Classifying the external environment (indirectly influencing the company): economic, political, legal, socio-cultural, government regulations, explaining the macro environment and micro environment	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment:	Learning Method: Alternative Presentation Discussion Learning strategy used by PBI Indirect learning 3 X 50	Material: 1. map the existing business environment for each group/type of business. 2. the relationship between the existing business environment, 3. the business groups and large companies. References: Brown, Betty J. and Clow, John E 2008. Introduction to Business. California: Glencoe/McGraw-Hill	4%
6	Identifying SWOT analysis	Explain the concept of SWOT analysis, the purpose of making SWOT analysis. Determining the stages of creating a SWOT analysis Identifying the strengths and weaknesses of the company's internal environment Identifying opportunities and threats from the company's internal environment	Participatory Activities Criteria: 1. The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6. The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7. UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Discussion Lecture Presentation Alternative Learning strategies used Problem Based Instruction - Direct learning - Discovery learning 3 X 50	Material: SWOT Analysis Bibliography: Pride, William M., Hughes, Robert J., and Kapoor Jack R., 2014. Business, Ohio: South-Western Material: SWOT Analysis Bibliography: Gene Boone and Dave Kurtz. 2012. Contemporary Business. MA: John Wiley & Sons, Inc. Material: SWOT Analysis References: Brown, Betty J. and Clow, John E 2008.Introduction to Business. California: Glencoe/McGraw-Hill	3%

7	Understand the concept of Ethics and Corporate Social Responsibility	Explains the concept of ethics and norms in general. Explaining the concept of business ethics Explaining the components of Business Ethics Explaining the Concept of Corporate Social Responsibility (CSR) Classifying CSR practice models Analyzing CSR practices from small, medium and large companies	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Alternative Discussion Presentation Learning strategy used Problem Based Learning Direct learning 3 X 50		Material: Ethics and Social Responsibility of Companies Library: Sumarni, Murti, 2003: Introduction to Business, Yogyakarta. Liberty	4%
8	UTS	-	Criteria: - Form of Assessment : Test	3 X 50	-	Material: UTS Readers: Gene Boone and Dave Kurtz. 2012. Contemporary Business. MA: John Wiley & Sons, Inc.	20%
9	Applying Marketing Aspects in business activities	Explaining the meaning of the marketing concept, Marketing Function - Segmentation - Targeting - Positioning Explaining the concept of Marketing Strategy Grouping Marketing mix (companies in general 4 Ps (product, price, place, promotion) and service companies 7Ps (product, price, place, promotion, people, process and physical evidence)	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Alternative Simulation Discussion Learning strategies used - Direct learning - PBI - Cooperative learning 3 X 50		Material: Marketing Aspects in business activities Reference: Peng, Mike W. 2012. Global Business, OH: South- Western, Cengage Learning	4%

10	Applying Operational Aspects in business activities	Explain the meaning of operational management, production and service processes. Product design concept Material and tool requirements Determine the nature of the process and product properties Identify the production process layout Explain the concept of Inventory Management Analyze Requirements using the EOQ, ROP method	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Alternative Simulation Discussion Learning strategies used: - Direct learning - PBI - Cooperative learning 3 X 50	-	Material: Operational Aspects in business activities Reference: Peng, Mike W. 2012. Global Business, OH: South- Western, Cengage Learning	4%
11	Human Resources aspects in business activities	Explain the meaning of the HR concept. Identify HR functions: analysis of kindergarten needs, planning, recruitment, selection, placement, management, development and termination. Explain several motivation theories	Criteria: 1. The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6. The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7. UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Alternative Simulation Discussion Learning strategies used: - Direct learning - PBI - Cooperative learning 3 X 50		Material: Aspects in Business: Human Resources (HR) Aspects Reference: Gene Boone and Dave Kurtz. 2012. Contemporary Business. MA: John Wiley & Sons, Inc.	4%

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12	Applying financial aspects in business activities	Explaining the meaning of financial aspects Financial Management Analyzing funding needs Funding sources Financial performance Financial reports Ratio analysis (liquidity, solvency, profitability and activity)	Criteria: 1. The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6. The final NA is (participation value x2) (assignment value x2) (assignment value x 2) value 7.UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Alternative Simulation Discussion Learning strategies used - Direct learning - PBI - Cooperative learning 3 X 50	Material: Aspects in Business: Financial Aspects References: Van Horne, James C. And Wachowicz, John M. 2008. Fundamentals of financial management. London: Pearson Education Limited	4%
13	Develop a Business Plan Concept for the company's business aspects	Identify 4 aspects of the company's business	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Outclass method of conducting observations on UKM Presentation Alternative Learning strategy used: Project Based Learning: students create a business plan project in groups. 6 X 50	Material: 4 aspects of company business Reader: Gene Boone and Dave Kurtz. 2012. Contemporary Business. MA: John Wiley & Sons, Inc.	4%

14	Develop a Business Plan Concept for the company's business aspects	Identify 4 aspects of the company's business	Criteria: 1. The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6. The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7. UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Outclass method of conducting observations on UKM Presentation Alternative Learning strategy used: Project Based Learning: students create a business plan project in groups. 6 X 50		Material: 4 aspects of corporate business References: Griffin, Ricky W., and Ebert, Ronald J., 2013 :Business Essentials, New Jersey: Pearson Education.	4%
15	Describes SIM in the business realm	Explaining the meaning of management information systems, SIM functions, analyzing the relationship between SIM and the business world	Criteria: 1.The assessment is carried out on the following aspects: 2.1. Participation during lectures must include at least 75% of lectures (weight 2) 3.2. UTS, carried out once every mid-semester and given a weight of 2. 4.3. The assignment assessment is given a weight of 3 5.4. The UAS assessment is given a weight of 3 6.The final NA is (participation value x2) (assignment value x 3) (UTS value x 2) value 7.UAS (3) divided by 10 Form of Assessment: Participatory Activities	Learning Method: Alternative discussion lecture. Learning strategy used - Direct learning Discovery learning 3 X 50		Material: Management Information Systems Bibliography: O 19Brien, James A. and Marakas, George M. 2011. Management information systems. New York: McGraw- Hill/Irwin	4%
16	UAS	-	Criteria:	- 3 X 50	-	Material: - Library:	30%
			Form of Assessment				
			Test				

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	50%
2.	Test	50%

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.
- 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.
- 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.
- 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.