



Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Economics Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																																																																																																
Business Feasibility Study	8722002123	Compulsory Study Program Subjects	T=2 P=0 ECTS=3.18	4	January 27, 2024																																																																																																																
AUTHORIZATION		SP Developer	Course Cluster Coordinator	Study Program Coordinator																																																																																																																	
		Dita Dismalasari Dewi, S.M., M.Sc.	Dr. Lucky Rachmawati, S.E.,M.Si	Dr. Tony Seno Aji, S.E., M.E.																																																																																																																	
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 understand the concept of business feasibility studies																																																																																																																			
	PO - 2	Students are able to assess the feasibility of an investment in terms of market and marketing aspects, technical/operational aspects, human resource aspects, financial aspects, supporting aspects (legal and environmental) with faith, intelligence, independence, honesty, care and toughness																																																																																																																			
	PO - 3	Students are able to prepare a feasibility study report as a basis for consideration in managing entrepreneurial activities																																																																																																																			
	PO - 4	Students are able to work together and have entrepreneurial leadership character in managing business activities																																																																																																																			
	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 provides an understanding of how to assess the feasibility of an investment made by an organization providing benefits or not by assessing market and marketing aspects, technical/operational aspects, human resource aspects, financial aspects, legal aspects, economic and social aspects, and impact analysis. environment (amdal). The learning method used is field observation of business partners.																																																																																																																				
References	Main :																																																																																																																				
	<ol style="list-style-type: none"> Purwohandoko, dkk. 2014.Studi Kelayakan Bisnis. Surabaya:UNIPRESS. Umar, Husein. 2005.Studi Kelayakan Bisnis : Manajemen, Metode dan Kasus. Jakarta :Gamedia Sucipto, Agus. 2010.Studi Kelayakan Bisnis. Cetakan I.Malang : UIN Maliki Press4. Suliyanto. 2011.Studi Kelayakan Bisnis. Edisi I.Andi Publisher. 																																																																																																																				
	Supporters:																																																																																																																				
	<ol style="list-style-type: none"> Hutabarat dkk, 2023. Pembekalan Literasi Keuangan Digital bagi UMKM di Desa Ponokawan Kecamatan Krian Kabupaten Sidoarjo, Laporan PKM, LPPM UNESA: Surabaya 																																																																																																																				

Supporting lecturer		Prof. Dr. Sri Setyo Iriani, S.E., M.Si. Dr. Nadia Asandimitra Haryono, S.E., M.M. Dr. Yessy Artanti, S.E., M.Si. Dr. Ullil Hartono, S.E., M.Si. Khoirur Rozaq, S.E.Sy., M.M. Achmad Kautsar, S.E., M.M. Ladi Wajuba Per dini Fisabilillah, S.Pd., M.SE. Ruth Eviana Hutabarat, S.E., M.E. Nurul Hanifa, S.E., M.Si. Dita Dismalasari Dewi, S.M., M.Sc.					
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.Describe the institutions that require feasibility studies 3.Explain the purpose of investment decisions and the importance of investment 4.Explain aspects of a feasibility study 5.Explain the feasibility study analysis tools and framework 6.Explain the criteria for evaluating a feasibility study	Criteria: According to scoring guidelines Form of Assessment : Participatory Activities	Interactive lectures and discussions 3 X 50		Material: Understanding business feasibility studies, explaining the institutions that require feasibility studies, the objectives of investment decisions and the importance of investment. Reader: <i>Purwohandoko, et al. 2014. Business Feasibility Study. Surabaya: UNIPRESS.</i>	0%
2	Understand the items in market aspects and marketing aspects that are assessed in business feasibility	1.Explain the characteristics of market aspects 2.Explain the strengths, weaknesses, opportunities and threats of the business 3.Explain marketing strategy and marketing mix optimization strategy, SWOT analysis 4.Explain the company's competitive strategy in expanding its business 5.Explains methods, approaches, techniques and obstacles in measuring forecasting and demand for products/services to see market opportunities	Criteria: 1.Every contribution is appreciated 2.According to scoring guidelines Form of Assessment : Participatory Activities	Interactive lectures and discussions 3 X 50		Material: 1. Explain the characteristics of the market aspect2. Explain the strengths, weaknesses, opportunities and threats of the business 3. Explain marketing strategies and marketing mix optimization strategies4. Explain the company's competitive strategy in expanding its business 5. Explains methods, approaches, techniques and obstacles in measuring forecasting and demand for products/services to see market opportunities. Reference: <i>Purwohandoko, et al. 2014. Business Feasibility Study. Surabaya: UNIPRESS.</i>	1%

3	Understand items in technical/operational aspects that are assessed in business feasibility	<ol style="list-style-type: none"> 1.Explain operating systems and 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 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50	<p>Material: 1. Explaining operating systems and procedures 2. Calculating production capacity 3. Explaining inventory management 4. Explain the facilities and production facilities needed to support technical activities in feasibility studies. Reference: <i>Sucipto, Agus. 2010. Business Feasibility Study. Prints I. Malang : UIN Maliki Press</i>4. <i>Suliyanto. 2011. Business Feasibility Study. Edition I. Andi Publisher.</i></p>	1%
4	Understand items in management aspects and workforce needs that are assessed in business feasibility	<ol style="list-style-type: none"> 1.Explain the type of work and describe the work required to support management in the feasibility study 2.Describes the job requirements necessary to support management in the feasibility study 3.Explain the organizational structure and decision-making process in the company 4.Explain the workforce recruitment process 5.Explain the pattern of HR empowerment needed to support management in feasibility studies 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50	<p>Material: 1. Explain the types of work and describe the work needed to support management in feasibility studies2. Describe the job requirements necessary to support management in the feasibility study3. 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. Reference: <i>Sucipto, Agus. 2010. Business Feasibility Study. Prints I. Malang : UIN Maliki Press</i>4. <i>Suliyanto. 2011. Business Feasibility Study. Edition I. Andi Publisher.</i></p>	0%

5	Understand the items in the financial aspects that are assessed in business feasibility	<ol style="list-style-type: none"> 1. Calculate needs and sources of investment funds and investment risks 2. Estimating business cash flow and the importance of cash flow in business valuation 3. Explain and assess investment proposals using various existing methods 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50	<p>Material: 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.</p> <p>Reference: Umar, Husein. 2005. <i>Business Feasibility Study: Management, Methods and Cases.</i> Jakarta :Gramedia</p>	1%
6	Understand the items in the financial aspects that are assessed in business feasibility	<ol style="list-style-type: none"> 1. Explain the concept of risk in investment assessment 2. Analyze financial reports and explain the costs that must be borne by the company, calculate capital costs from existing funding sources, explain alternative methods for linking investment decisions with spending decisions and estimate cash flow and use of capital costs 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50	<p>Material: 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 and estimating cash flow and use of capital costs.</p> <p>Reference: Umar, Husein. 2005. <i>Business Feasibility Study: Management, Methods and Cases.</i> Jakarta :Gramedia</p>	1%

7	Understand the items in the supporting aspects that are assessed in business feasibility	<ol style="list-style-type: none"> 1. Able to explain the types of businesses 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 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50		<p>Material: 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 Reader: Umar, Husein. 2005. <i>Business Feasibility Study: Management, Methods and Cases.</i> Jakarta : Gramedia</p>	1%
8	MIDDLE SEMESTER EXAMINATION (UTS)	accurate answer analysis results	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Test</p>	UTS 3 X 50		<p>Material: Meeting material 1-7 References: Umar, Husein. 2005. <i>Business Feasibility Study: Management, Methods and Cases.</i> Jakarta : Gramedia</p>	40%
9	Prepare business feasibility study reports	<ol style="list-style-type: none"> 1. Analyzing market aspects of MSMEs 2. Assessing the feasibility of MSMEs in terms of market aspects 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50		<p>Material: Analyzing market aspects of MSMEs, Assessing the feasibility of MSMEs in terms of market aspects References: Umar, Husein. 2005. <i>Business Feasibility Study: Management, Methods and Cases.</i> Jakarta : Gramedia</p>	1%
10	Prepare business feasibility study reports	<ol style="list-style-type: none"> 1. Analyzing marketing aspects in MSMEs 2. Assessing the feasibility of MSMEs in terms of marketing aspects 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50		<p>Material: Analyzing marketing aspects of MSMEs, Assessing the feasibility of MSMEs in terms of marketing aspects. Reference: Umar, Husein. 2005. <i>Business Feasibility Study: Management, Methods and Cases.</i> Jakarta : Gramedia</p>	1%
11	Prepare business feasibility study reports	<ol style="list-style-type: none"> 1. Analyzing technical/operational aspects of MSMEs 2. Assessing the feasibility of MSMEs in terms of technical/operational aspects 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50		<p>Material: Analyzing technical/operational aspects of MSMEs, Assessing the feasibility of MSMEs in terms of technical/operational aspects References: Umar, Husein. 2005. <i>Business Feasibility Study: Management, Methods and Cases.</i> Jakarta : Gramedia</p>	0%
12	Prepare business feasibility study reports	<ol style="list-style-type: none"> 1. Analyze management aspects and workforce needs in MSMEs 2. Assessing the feasibility of MSMEs in terms of management aspects and workforce needs 	<p>Criteria: According to scoring guidelines</p> <p>Form of Assessment : Participatory Activities</p>	Interactive lectures and discussions 3 X 50		<p>Material: Analyzing management aspects and workforce needs in MSMEs, Assessing the feasibility of MSMEs in terms of management aspects and workforce needs References: Umar, Husein. 2005. <i>Business Feasibility Study: Management, Methods and Cases.</i> Jakarta : Gramedia</p>	1%

13	Prepare business feasibility study reports	1.Analyzing financial aspects of MSMEs 2.Assessing the feasibility of MSMEs in terms of financial aspects	Criteria: According to scoring guidelines Form of Assessment : Participatory Activities	Interactive lectures and discussions 3 X 50		Material: Analyzing financial aspects of MSMEs, Assessing the feasibility of MSMEs in terms of financial aspects References: <i>Sucipto, Agus. 2010. Business Feasibility Study. Prints I. Malang : UIN Maliki Press4. Sulyanto. 2011. Business Feasibility Study. Edition I. Andi Publisher.</i>	1%
14	Prepare business feasibility study reports	1.Analyzing legal aspects of MSMEs 2.Assessing the feasibility of MSMEs in terms of legal aspects	Criteria: According to scoring guidelines Form of Assessment : Participatory Activities	Interactive lectures and discussions 3 X 50		Material: Analyzing legal aspects of MSMEs, Assessing the feasibility of MSMEs in terms of legal aspects References: <i>Sucipto, Agus. 2010. Business Feasibility Study. Prints I. Malang : UIN Maliki Press4. Sulyanto. 2011. Business Feasibility Study. Edition I. Andi Publisher.</i>	1%
15	Prepare business feasibility study reports	1.Analyzing environmental aspects of MSMEs 2.Assessing the feasibility of MSMEs in terms of environmental aspects	Criteria: 1.Every contribution is appreciated 2.According to scoring guidelines Form of Assessment : Participatory Activities	Interactive lectures and discussions 3 X 50		Material: 1. Analyzing environmental aspects of MSMEs 2. Assessing the feasibility of MSMEs in terms of environmental aspects References: <i>Sucipto, Agus. 2010. Business Feasibility Study. Prints I. Malang : UIN Maliki Press4. Sulyanto. 2011. Business Feasibility Study. Edition I. Andi Publisher.</i>	0%
16	FINAL SEMESTER EXAMINATION (UAS)	accurate answer analysis results	Criteria: According to scoring guidelines Form of Assessment : Test	UAS 3 X 50		Material: Meeting material 8-15 Reader: <i>Sucipto, Agus. 2010. Business Feasibility Study. Prints I. Malang : UIN Maliki Press4. Sulyanto. 2011. Business Feasibility Study. Edition I. Andi Publisher.</i>	50%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	10%
2.	Test	90%
		100%

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.