	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**
Digital Economy		8722003030		T=3	P=0	ECTS=4.77	5	July 18, 2024

AUTHORIZATION	**SP Developer**	**Course Cluster Coordinator**	**Study Program Coordinator**
	....	....	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)
	PLO-PO Matrix

	P.O

PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Short Course Description	This course contains the Concept of Digital Economy; Demand, Market and Marketing of Digital Economy Products; Supply, Production and Costs of Digital Economy Products; Revenue, Advertising, Media planning, and Income Elasticity of Digital Economy Product Companies; Operations Planning and Media Business Feasibility; Digital, National Economy, government and society; and Prospects and challenges of digital business

References	**Main :**
	1. Noor, H.F. 2015. Ekonomi Media. Penerbit Mitra Wacana Media: Jakarta.
	Supporters:

Supporting lecturer	Dr. Lucky Rachmawati, S.E., M.Si. Hendry Cahyono, S.E., M.E.

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 and explain the concept of media economics	1. Able to explain the media and society 2. Able to explain the meaning of media economics 3. Able to explain the actors and role of the media economy 4. Able to explain the concept of optimization		Lectures, demonstrations and questions and answers 3 X 50			0%
2	understand and be able to explain demand, market and marketing of digital products	1. able to explain the concept of demand 2. able to explain the demand for media products 3. able to explain the concept of market understanding		Lectures, demonstrations and questions and answers 3 X 50			0%
3	Understand and explain demand, market and marketing of digital products	1.Able to explain the company and market 2.Able to explain the company in the market 3.Able to explain market balance 4.Able to explain the market and marketing of media products		Lectures, demonstrations and questions and answers 3 X 50			0%
4	Understand and explain the offering, production and costs of media products	1.able to explain the concept of offering 2.able to explain media product offerings		Lectures, demonstrations and questions and answers 3 X 50			0%
5	Understand and be able to explain the offering, production and costs of media products	1. Able to explain media production 2. Able to explain media product costs 3. Able to explain		Lectures, demonstrations and questions and answers 3 X 50			0%
6	Understand and explain revenue, advertising, media planning and income elasticity of media companies	1. Able to explain the concept of income 2. Able to explain the concept of meaning and advertising		Lectures, demonstrations and questions and answers 3 X 50			0%

7	Understand revenue, advertising, media planning and income elasticity of media companies	1. Able to explain media planning 2. Able to explain the income elasticity of media companies		Lectures, demonstrations and questions and answers 3 X 50			0%
8	UTS			3 X 50			0%
9	understand and explain operational planning and business feasibility	1. Able to explain the concept and meaning of business 2. Able to explain producer behavior 3. Able to explain the concept and meaning of business feasibility		Lectures, demonstrations and questions and answers 3 X 50			0%
10	Students can understand and explain the use of social media, especially Social Media Marketing, for business development	1. Able to explain the role and function of social media 2. Able to explain how marketing is in social media 3. Able to measure the effectiveness of social media marketing in business		Lectures, demonstrations and questions and answers 3 X 50			0%
11	Able to understand developments and trends in digital marketing	1. Able to explain the types of Digital Marketing 2. Able to explain the benefits of digital marketing for business 3. Able to explain digital marketing strategies		Lectures, demonstrations and questions and answers, and students presenting case examples of digital marketing applications such as Amazon, Traveloka, Tiket.com 3 X 50			0%
12	Understand the prospects and challenges of the media business	1. Able to explain the prospects of the media business 2. Able to explain the contribution of the media business 3. Able to explain the challenges of the media business		Lectures, demonstrations and questions and answers 3 X 50			0%
13	Understand the prospects and challenges of the media business	1. Able to explain the prospects of the media business 2. Able to explain the contribution of the media business 3. Able to explain the challenges of the media business		Lectures, demonstrations and questions and answers 3 X 50			0%

14	Able to understand the material in more depth by presenting the assignment	Presenting assignments		Lectures, demonstrations and questions and answers 3 X 50			0%
15	Able to understand the material in more depth by presenting the assignment	Presenting assignments		Lectures, demonstrations and questions and answers 3 X 50			0%
16	UAS			3 X 50			0%

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** 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.