



**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
Introduction to Business	8722003005	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	1	April 27, 2023
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Aprillia Nilasari, S.Pd., M.S.E.		Dr. Tony Seno Aji, S.E., M.E.			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																																																																																																																																					
	PLO-2	Demonstrate the character of being tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial spirit																																																																																																																																				
	PLO-4	Develop yourself continuously and collaborate.																																																																																																																																				
	PLO-6	Able to analyze economic potential empowerment strategies																																																																																																																																				
	PLO-7	Able to communicate effectively orally and in writing in the field of economics																																																																																																																																				
	Program Objectives (PO)																																																																																																																																					
	PO - 1	Students are able to apply and examine global business concepts as well as the risk & return concepts that business people must face.																																																																																																																																				
	PO - 2	Students are able to apply the characteristics of business types, business scale & forms of business entities and prepare business plans.																																																																																																																																				
	PO - 3	Students are able to demonstrate the Company's Business Environment and carry out a SWOT analysis																																																																																																																																				
	PO - 4	Students are able to use the concepts of Corporate Ethics and Social Responsibility as well as the concepts of organizational management and governance																																																																																																																																				
	PO - 5	Students are able to apply business aspects: marketing, human resources, operations and finance in general business activities.																																																																																																																																				
	PLO-PO Matrix																																																																																																																																					
		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">P.O</th> <th style="width: 15%;">PLO-2</th> <th style="width: 15%;">PLO-4</th> <th style="width: 15%;">PLO-6</th> <th style="width: 15%;">PLO-7</th> </tr> </thead> <tbody> <tr> <td>PO-1</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td>PO-2</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td>PO-3</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td>PO-4</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td>PO-5</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> </tbody> </table>				P.O	PLO-2	PLO-4	PLO-6	PLO-7	PO-1	✓	✓	✓	✓	PO-2	✓	✓	✓	✓	PO-3	✓	✓	✓	✓	PO-4	✓	✓	✓	✓	PO-5	✓	✓	✓	✓																																																																																																			
	P.O	PLO-2	PLO-4	PLO-6	PLO-7																																																																																																																																	
	PO-1	✓	✓	✓	✓																																																																																																																																	
PO-2	✓	✓	✓	✓																																																																																																																																		
PO-3	✓	✓	✓	✓																																																																																																																																		
PO-4	✓	✓	✓	✓																																																																																																																																		
PO-5	✓	✓	✓	✓																																																																																																																																		
PO Matrix at the end of each learning stage (Sub-PO)																																																																																																																																						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="width: 10%;">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 style="text-align: center;">✓</td><td style="text-align: center;">✓</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 style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td></td> </tr> <tr> <td>PO-3</td> <td></td><td></td><td></td><td></td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td></td><td style="text-align: center;">✓</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 style="text-align: center;">✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-5</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td></td><td></td><td style="text-align: center;">✓</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							✓										PO-5									✓	✓	✓	✓	✓			✓
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							✓																																																																																																																															
PO-5									✓	✓	✓	✓	✓			✓																																																																																																																						

Short Course Description	The introductory business course discusses general business concepts in the global era with business risks and returns that must be faced by business people, types of business and forms of business entities, business plans and the business environment which can be described in SWOT analysis, the concept of business ethics and social responsibility. from business people, management and organizational concepts as well as business aspects in the fields of marketing, operations, human resources and finance which are then combined into a management information system. The lecture method is carried out using presentations, discussions and observations of MSMEs.						
References	Main :						
		1. Pride , Hughes dan Jack R. Kapoor . 2014. PengantarBisnis. Jakarta: Salemba Empat.					
Supporters:							
		1. A. Griffin, Ricky, 2003. :Pengantar Bisnis,Jakarta Prehalindo 2. Porter, Micheal, 2001. :StrategiBersaing, Teknik Menganalisis Industri, dan Pesaing, Erlangga, Jakarta. 3. Nickels, Mc.Hugh, 2014. :Understanding Business, 8 th ,Mc. Graw-Hill Education (Asia) 4. Kenneth C.Loudon dan Jane P. Loudon, 2014. ,Management Information Systems : Managing Digital Firm, Pearson,New Jersey 5. Hanifa dkk, 2023. Development Of Community Entrepreneurship Through Creating Digital Marketing, Laporan PKM, LPPM UNESA: Surabaya					
Supporting lecturer	Prof. Dr. Dewie Tri Wijayati Wardoyo, M.Si. Prof. Dr. Anang Kistyanto, S.Sos., M.Si. Ramdani, S.H.I., M.E. Dr. Ahmad Ajib Ridlwan, S.Pd., M.SEI. Dr. Mohammad Wasil, S.Pd., M.E. Aprillia Nilasari, S.Pd., M.S.E. Ladi Wajuba Perdini Fisabilillah, S.Pd., M.SE. Ruth Eviana Hutabarat, S.E., M.E. Nurul Hanifa, S.E., M.Si.						
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	Students are able to understand business concepts in the era of globalization	1. Explain general business concepts. 2. Explain the global and national economic systems. 3. Identify developments in the business world to the global era. 4. Identify the relationship between the economic system and business development. 5. Identify the types of business competition in the market structure (perfect competition, monopolistic, monopoly, oligopoly)	Criteria: Assessment rubric Form of Assessment : Participatory Activities	Learning Method: Discussion, case studies on companies in East Java and Indonesia and stages of companies entering global (cases of SMEs and large companies) 3 X 50		Material: Understanding business concepts in the era of globalization. References: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i>	3%
2	Able to analyze business risk & return	1.1. Explain the meaning of business risk and return 2.2. Classify the various risks and returns in business. 3.3. Explain the characteristics of business actors in facing risk (risk taker, risk averse and high risk) 4.4. Understand entrepreneurship	Criteria: Every Contribution is appreciated Form of Assessment : Portfolio Assessment, Test	Learning Method: Lecture, Discussion and Presentation 3 X 50		Material: Describe business risk & return. References: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i>	4%

3	Students are able to properly examine business ownership and entrepreneurship. Students are able to assess business and entrepreneurial ownership properly	<ol style="list-style-type: none"> 1.1. Explain the characteristics of the company's business environment 2.2. Group the internal environment (directly influencing the company): man, money, method, machine, material, and entrepreneur, supplier. 3.3. Classify the external environment (indirectly influencing the company): economic, political, legal, socio-cultural, government regulations 4.4. Explain the macro environment and micro environment 	<p>Criteria: Assessment rubric</p> <p>Form of Assessment : Portfolio Assessment, Test</p>	Learning Method: Student Discussion and Presentation 3 X 50		<p>Material: Identifying the Company's Business Environment Reference: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p> <hr/> <p>Material: Company Business Environment Reference: A. Griffin, Ricky, 2003. :Introduction to Business, Jakarta PrehalindoB. Pride, Hughes & Jack R</p>	4%
4	Distinguish the characteristics of each 13 types of business with their business scale & form of business entity	<ol style="list-style-type: none"> 1.1. Explain the types of business (manufacturing, services and trade) 2.2. Explain the criteria for micro, small, medium and large company scale 3.3. Explain the existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing, Merger, Franchise, 4.4. Identify the advantages and disadvantages of each form of business entity. 5. Explain the concept of entrepreneurship, objectives, 5.5. Explain the concept of entrepreneurship, objectives, benefits, importance, characteristics, entrepreneurship, advantages and disadvantages of entrepreneurship 	<p>Criteria: Every Contribution is appreciated</p> <p>Form of Assessment : Participatory Activities</p>	Learning Method: Lecture, Discussion, Question and Answer 3 X 50		<p>Material: Differentiate the characteristics of each of the 13 types of business with their business scale & form of business entity. Library: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p> <hr/> <p>Material: Differentiating the characteristics of each of the 13 types of business with their business scale & form of business entity. Reference: <i>Porter, Micheal, 2001. : Competitive Strategy, Techniques for Analyzing Industry, and Competitors, Erlangga, Jakarta.</i></p>	3%

5	Able to analyze management concepts and organizational governance	<ol style="list-style-type: none"> 1.Explaining the meaning of management and management functions (POAC) Grouping Management Levels and Types/Forms of Organizational Structure with Strengths and Weaknesses 2.Explain the scope of the organization 1. Vision and mission 2. Business Goals 3. Business Targets 4. Business Strategy 5. Resource Allocation 6. Strategy Implementation 7. Control 	<p>Criteria: Every Contribution is appreciated</p> <p>Form of Assessment : Participatory Activities</p>	Learning Method: Discussion and Presentation 3 X 50		<p>Material: Understanding the concept of management and organizational governance. References: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p> <hr/> <p>Material: Understanding Management and Organizational Processes References: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p>	4%
6	Able to differentiate SWOT analysis	<ol style="list-style-type: none"> 1.1. Explain the concept of SWOT analysis, the purpose of making SWOT analysis. 2.2. Determine the stages of creating SWOT 3.3. Identify the strengths and weaknesses of the company's internal environment 4.4. Identify opportunities and threats from the company's external environment 	<p>Criteria: Every Contribution is appreciated</p> <p>Form of Assessment : Practice / Performance</p>	Learning Method: Lecture, Discussion and Presentation 3 X 50		<p>Material: Understanding the Library Management Process: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p>	4%
7	Understand the concept of Ethics and Corporate Social Responsibility	<ol style="list-style-type: none"> 1.1. Explain the concept of ethics and norms in general. 2.2. Explain the concept of business ethics 3.3. Explain the components of Business Ethics 4.4. Explain the concept of corporate social responsibility (CSR) 5.5. Classifying CSR practice models 6.6. Analyze the CSR practices of small, medium and large companies 	<p>Criteria: Assessment rubric</p> <p>Form of Assessment : Practice / Performance</p>	Learning Method: Lecture, Discussion and Presentation 3 X 50		<p>Material: Business Ethics and Corporate Social Responsibility Library: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p>	4%

8	Midterm exam	Able to do UTS well	<p>Criteria: The Accuracy of Preparing a Business Plan in Poster Form</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Practice making a Business Plan in the form of a 3 X 50 Poster		<p>Material: IS-LM Analysis References: <i>Nickels, Mc.Hugh, 2014. :Understanding Business, 8 th ,Mc. Graw-Hill Education (Asia)</i></p> <hr/> <p>Materials: All materials 1-7 Bibliography: <i>Pride , Hughes and Jack R. Kapoor . 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p>	20%
9	Students Apply Marketing Aspects in business activities and examine human resources and marketing well. Students are able to assess human resources and marketing properly	<p>1.1. Explain the meaning of the marketing concept, Marketing Function - Segmentation - Targeting - Positioning</p> <p>2.2. Explain the concept of Marketing Strategy</p> <p>3.3. Grouping marketing mix (companies in general have 4 Ps (product, price, place, promotion) and service companies have 7 Ps (product, price, place, promotion, people, process and physical evidence)</p>	<p>Criteria: Every Contribution is appreciated</p> <p>Form of Assessment : Practice / Performance</p>	Learning Method: 1. Lecture 2. Discussion and Simulation 3 X 50		<p>Material: Building Customer Relationships Through Effective Marketing Reference: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p> <hr/> <p>Material: Creating and Pricing Products that Satisfy Customers Reference: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p> <hr/> <p>Material: Developing Integrated Marketing Communication References: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i></p>	3%

10	Applying Operational Aspects in business activities	<ol style="list-style-type: none"> 1.1. Explain the meaning of operational management, production and service processes. Product design concept Requirements for materials and tools 2.2. Determine the nature of the process and product properties 3.3. Identify the production process layout 4.4. Explain the concept of Inventory Management 5.5. Analyzing Needs using the EOQ, ROP method 6.6. Analyze the production flow supply chain 	<p>Criteria: 1.0 < E < 40 2. Every Contribution is appreciated</p> <p>Form of Assessment : Practice / Performance</p>	Learning Method: 1. Lecture 2. Discussion 3. Simulation 3 X 50		<p>Material: Company Operational Management Reference: A. Griffin, Ricky, 2003. :Introduction to Business, Jakarta PrehalindoB. Pride, Hughes & Jack R</p>	3%
11	Human Resources aspects in business activities	<ol style="list-style-type: none"> 1. Explain the meaning of the HR concept 2. Identifying HR Functions: analysis of TK needs, planning, recruitment, selection, placement, management, development and dismissal 3. Explain several motivation theories 	<p>Criteria: Every Contribution is appreciated</p> <p>Form of Assessment : Practice / Performance</p>	Learning Method: Lecture, Discussion, Simulation 3 X 50		<p>Material: Human Resource Management and Companies References: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</p>	4%
12	Apply financial and accounting aspects in business activities	<ol style="list-style-type: none"> 1. Explain the meaning of financial aspects of financial management 2. Analyzing funding needs, funding sources, performance, finances, financial reports 3. Ratio analysis (liquidity, solvency, profitability and activity) 	<p>Criteria: Every Contribution is appreciated</p> <p>Form of Assessment : Practice / Performance</p>	Learning Method: Lecture, Discussion, Simulation 3 X 50		<p>Material: Financial Management Bibliography: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</p>	4%
13	Describes SIM in the business realm	<ol style="list-style-type: none"> 1. Explain the meaning of management information systems and SIM functions 2. Analyzing the relationship between SIM and the business world 3. Analyzing the impact of SIM on corporate governance 	<p>Criteria: Every Contribution is appreciated</p> <p>Form of Assessment : Practice / Performance</p>	Learning Method: Reading Literature, Discussion 3 X 50		<p>Material: Management Information Systems Literature: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</p>	4%

14	Students are able to formulate a comprehensive business plan. Students are able to formulate a comprehensive business plan..	1. Accuracy in formulating a business plan. 1. The accuracy of formulating a business plan.	Criteria: Every Contribution is appreciated Form of Assessment : Practice / Performance	Learning Method: Discussion and Presentation 3 X 50		Material: Management and accounting information Bibliography: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i>	3%
15	Develop a Business Plan Concept for the company's business aspects	1. Accuracy in formulating a business plan. 1. The accuracy of formulating a business plan.	Criteria: Every Contribution is appreciated Form of Assessment : Practice / Performance	Learning Method: Discussion and Presentation 3 X 50		Material: Management and accounting information Bibliography: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i>	3%
16	UAS	Written Test and Description	Criteria: Every Contribution is appreciated Form of Assessment : Project Results Assessment / Product Assessment	Project Business Plan 3 X 50		Material: Business Concepts, Business Risk and Return, Company Business Environment, Types of Business and Scale of Business Entities References: <i>Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.</i>	30%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	10%
2.	Project Results Assessment / Product Assessment	50%
3.	Portfolio Assessment	4%
4.	Practice / Performance	32%
5.	Test	4%
		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.
- 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.

