



Universitas Negeri Surabaya
Faculty of Economics and Business,
Bachelor of Science in Office Administration Education Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Entrepreneurship	8721002100	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	3	July 17, 2024
AUTHORIZATION	SP Developer	Course Cluster Coordinator			Study Program Coordinator		
	Lifa Farida Panduwinata, S.Pd.,M.Pd	Jaka Nugraha, S.AB., M.AB, MBA.			Brillian Rosy, S.Pd., M.Pd.		

Learning model Project Based Learning

Program Learning Outcomes (PLO)

PLO study program that is charged to the course

Program Objectives (PO)

PO - 1 Students can internalize academic values, norms and ethics in carrying out their duties as entrepreneurs

PO - 2 Students can show a responsible attitude towards their profession as entrepreneurs independently or in groups.

PO - 3 Students can make the right decisions in solving problems as entrepreneurs

PLO-PO Matrix

	P.O
	PO-1
	PO-2
	PO-3

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
PO-1																
PO-2																
PO-3																

Short Course Description This course includes a discussion of the concept of entrepreneurship in an effort to develop an entrepreneurial spirit, namely the ability to motivate oneself to be able to capture business opportunities, create services, production, marketing, partnerships and management, as well as being able to improve problem solving skills in business. Lectures are carried out using a system of discussions, project assignments, and reflections. This course covers the discussion of the concept of entrepreneurship to develop an entrepreneurial spirit, ie the ability to motivate themselves to be able to capture business opportunities, create services, production, marketing, partnerships, and management, and be able to improve problem-solving skills in business. Lectures are carried out with a system of discussion, project assignments, and reflection.

References

Main :

1. Tim Kewirausahaan Unesa. 2016. Kewirausahaan.UNIPRESS. Surabaya
2. Tim Kewirausahaan FE Unesa 2015. Kewirausahaan. UNIPRESS. Surabaya
3. PedomanPKM 2016. Direktorat jenderal Pembelajaran dan Kemahasiswaan. Kemenristekdikti:Jakarta

Supporters:

1. Ed "Skip" McLaughlin, Wyn Lydecker & Paul McLaughlin. 2016. The Purpose Is Profit provides the roadmap and motivation needed to win the startup game. It is required reading for every entrepreneur committed to building a profitable business .Greenleaf Book Group Press
2. Dan Norris. 2019. This Is the Answer: Advice for New Entrepreneurs from the World's Worst Business Coach. Dan Norris
3. Steve Blank & Bob Dorf. 2020. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. Wiley
4. Malawat, Muh Saleh. 2019. Kewirausahaan Pendidikan. Deepublish.
5. Puji Hastuti, dkk.2020. Kewirausahaan dan UMKM. Yayasan Kita Menulis.
6. Osterwalder, Alexander dan Yves Pigneur., (2014). Business Model Generation. PT. Elex Media Komputindo: Jakarta
7. Shabbir, M.S., Batool, F. and Mahmood, A. (2022), "Trends in entrepreneurship education: a systematic literature review", Higher Education, Skills and Work-Based Learning, Vol. 12 No. 6, pp. 1040-1056. <https://doi.org/10.1108/HESWBL-05-2022-0105>
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10. Fahmi, F.Z. and Savira, M. (2023), "Digitalization and rural entrepreneurial attitude in Indonesia: a capability approach", Journal of Enterprising Communities: People and Places in the Global Economy, Vol. 17 No. 2, pp. 454-478. <https://doi.org/10.1108/JEC-06-2021-0082>
11. ChoudhuryKaul, S., Supriyadi, O. and Fahlevi, N. (2023), "Muslim Indonesian women entrepreneurs: a factor analysis of business performance", Journal of Islamic Marketing, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIMA-01-2022-0036>
12. de los Ríos-Berjillos, A., Millán-Lara, S., Sepúlveda del Río, I. and Ruiz-Lozano, M. (2023), "Fostering a culture of business ethics: a roadmap for responsible management through codes of ethics based on the experience of Spanish companies", Social Responsibility Journal, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/SRJ-06-2022-0228>
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14. Carter, M. and Carter, C. (2020), "The Creative Business Model Canvas", Social Enterprise Journal, Vol. 16 No. 2, pp. 141-158. <https://doi.org/10.1108/SEJ-03-2019-0018>
15. Abrokwah-Larbi, K. and Awuku-Larbi, Y. (2023), "The impact of artificial intelligence in marketing on the performance of business organizations: evidence from SMEs in an emerging economy", Journal of Entrepreneurship in Emerging Economies, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JEEE-07-2022-0207>
16. Fluhrer, P. and Brahm, T. (2023), "Positioning in SMEs: entrepreneurs' perceptions and strategies", Journal of Research in Marketing and Entrepreneurship, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JRME-09-2021-0120>

Supporting lecturer
 Lifa Farida Panduwinata, S.Pd., M.Pd.
 Jaka Nugraha, S.AB., M.AB, MBA.
 Novi Trisnawati, 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	Describe the basic concepts of entrepreneurship	1.Explain the meaning of the concept of entrepreneurship 2.Identifying the mental attitude and character of entrepreneurs 3.Explain the types of entrepreneurship	Criteria: 1. Assessment rubric 2. Non-test form: Discuss the basic concepts of entrepreneurship Form of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment	Lecture Discussion Questions and Answers 2 X 50		Material: Concept of entrepreneurship, Mental attitude and entrepreneurial character, Types of entrepreneurship Reference: Unesa <i>Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i> Material: . Bibliography: Steve Blank & Bob Dorf. 2020. <i>The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. Wiley</i> Material: . References: Puji Hastuti, et al. 2020. <i>Entrepreneurship and MSMEs. We Write Foundation.</i> Material: Definition of entrepreneurship Reference: Shabbir, MS, Batool, F. and Mahmood, A. (2022),	5%

2	Able to motivate yourself to make your dreams come true	<ol style="list-style-type: none"> 1. Able to make dreams for himself 2. Able to determine how to achieve that dream 3. Combining dreams with the reality of people's needs 4. Formulate what you want in your career for yourself 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assessment rubric 2. Non-test form: Form a group to explore out-of-the-box business ideas and how to apply them <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Lecture Discussion Questions and Answers Assignment</p> <p>:</p> <p>Form groups to design 2 X 50 business ideas</p>		<p>Material: Dreams - Dreams must be SMART - Dreams vs Mental Blocks Building dreams with your own potential Young Work Self-reflection Library: Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</p> <hr/> <p>Material: Entrepreneurial success stories Reader: Ed "Skip" McLaughlin, Wyn Lydecker & Paul McLaughlin. 2016. The Purpose Is Profit provides the roadmap and motivation needed to win the startup game. It is required reading for every entrepreneur committed to building a profitable business. Greenleaf Book Group Press</p> <hr/> <p>Material: Entrepreneurial women Reference: Anggadwita, G., Indarti, N. and Ratten, V. (2023),</p> <hr/> <p>Material: MSMEs on an international scale References: Anggadwita, G. and Indarti, N. (2023),</p>	5%
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3	Describe business opportunities and business ideas	<ol style="list-style-type: none"> 1.Explain business opportunities and ideas 2.Developing a business idea - Discovering - Analyzing - Deciding 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Non-test form: Describe the business idea for an overview of the business they will develop <p>Form of Assessment : Portfolio Assessment</p>	<p>Lecture: Lecture Practical Discussion Assignment: Present business ideas that have been discussed previously by groups that were formed in the previous week 2 X 50</p>		<p>Material: . References: <i>Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i></p> <hr/> <p>Material: . Bibliography: <i>Ed "Skip" McLaughlin, Wyn Lydecker & Paul McLaughlin. 2016. The Purpose Is Profit provides the roadmap and motivation needed to win the startup game. It is required reading for every entrepreneur committed to building a profitable business. Greenleaf Book Group Press</i></p> <hr/> <p>Material: Village entrepreneurship Reference: <i>Fahmi, FZ and Savira, M. (2023),</i></p> <hr/> <p>Material: Muslim Entrepreneurship Reference: <i>Choudhury Kaul, S., Supriyadi, O. and Fahlevi, N. (2023),</i></p>	5%
4	Understand business ethics	<ol style="list-style-type: none"> 1.Distinguish between ethical business and unethical business 2.Explain the rights and obligations of entrepreneurs 3.Explain the various types of business permits 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Non-test form: Discussing the concept of ethical and unethical business, as well as the rights and obligations of entrepreneurs Analyzing various types of business permits <p>Form of Assessment : Portfolio Assessment</p>	<p>Lecture: Lecture Discussion Case Study</p> <p>Assignment: Analyze various types of 2 X 50 business permits</p>		<p>Material: Business Ethics Literature: <i>Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i></p> <hr/> <p>Material: Business ethics Bibliography: <i>de los Ríos-Berjillos, A., Millán-Lara, S., Sepúlveda del Río, I. and Ruiz-Lozano, M. (2023),</i></p>	5%
5	Understand business plans	<ol style="list-style-type: none"> 1.Explain the meaning of a business plan 2.Explain the benefits of a business plan 3.Explain the purpose of the business plan 4.Explain the systematics of a business plan 5.Explaining the canvas business model 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Non-test form: Discuss the concept of a business plan and create a canvas model business plan <p>Form of Assessment : Portfolio Assessment</p>	<p>Lecture: Practical Discussion Lecture 2 X 50</p>		<p>Material: Business Plan canvas model Reference: <i>Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i></p> <hr/> <p>Material: . References: <i>2016 PKM Guidelines. Directorate general of Learning and Student Affairs. Ministry of Research, Technology and Higher Education: Jakarta</i></p> <hr/> <p>Material: Business plan Reference: <i>Tipu, SAA (2019),</i></p>	5%

6	Understand business plans	<ol style="list-style-type: none"> 1.Explain the meaning of a business plan 2.Explain the benefits of a business plan 3.Explain the purpose of the business plan 4.Explain the systematics of a business plan 5.Explaining the canvas business model 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Non-test form: Discuss the concept of a business plan and create a canvas model business plan <p>Form of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment</p>	Lecture: Practical Discussion Lecture 2 X 50		<p>Material: Business Plan canvas model Reference: <i>Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i></p> <hr/> <p>Material: . References: <i>2016 PKM Guidelines. Directorate general of Learning and Student Affairs. Ministry of Research, Technology and Higher Education: Jakarta</i></p> <hr/> <p>Material: BMC References: <i>Carter, M. and Carter, C. (2020),</i></p>	5%
7	Explain the marketing plan in running a business	<ol style="list-style-type: none"> 1.Explaining Segmenting Targeting Positioning (STP) 2.Explain customer value 3.Explaining the Marketing Mix 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Non-test form: creating STP, Customer value, and Marketing mix according to each group's business ideas <p>Form of Assessment : Portfolio Assessment</p>	Lecture: Lecture Discussion Questions and Answers Assignment to create STP, Customer Value and Marketing Mix according to each group's business idea 2 X 50		<p>Material: marketing plan in running a business Reference: <i>Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i></p> <hr/> <p>Material: Customer Discovery, customer validation Reader: <i>Steve Blank & Bob Dorf. 2020. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. Wiley</i></p> <hr/> <p>Material: AI and marketing References: <i>Abrokwah-Larbi, K. and Awuku-Larbi, Y. (2023),</i></p> <hr/> <p>Material: Positioning of MSMEs Reference: <i>Fuhrer, P. and Brahm, T. (2023),</i></p>	5%
8	UTS	UTS	<p>Criteria: UTS</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	UTS 2 X 50		<p>Material: . References:</p>	15%

9	Explain the production plan in a business	<ol style="list-style-type: none"> 1.Explain how to make it 2.Identify material needs and how to obtain them 3.Identify the machines/equipment needed 4.Determine production targets 5.Calculate the cost of production 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Non-test form: Discussing production plans in a business Analyzing the identification of materials, how to obtain them, equipment to be used, production targets and determining the cost of production <p>Form of Assessment : Participatory Activities, Portfolio Assessment</p>	<p>Lecture: Case Study Discussion Lecture Assignment: Carry out an analysis of material identification, how to obtain it, equipment to be used, production targets and determine the cost of production 2 X 50</p>		<p>Material: Production plan in a business Reference: Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</p>	5%
10	Planning Human Resources in a business	<ol style="list-style-type: none"> 1.Identify workforce needs 2.Identify the skills needed 3.Determine working hours 4.Designing a compensation system (salary, wages, incentives) 5.Arrange personnel arrangements 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Non-test form: Discuss plans for workforce needs, skills needed, working hours. Analyze the compensation system and personnel structure <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Lecture: Lecture Discussion Case Study</p> <p>Task: Conduct analysis regarding planned workforce needs, skills required, working hours, and the compensation system used 2 X 50</p>		<p>Material: Human Resources in a business Reference: Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</p>	5%
11	Planning finances in a business	<ol style="list-style-type: none"> 1.Identify needs and sources of funds 2.Develop a cash flow plan 3.Prepare a financial report plan (Balance Sheet and Profit and Loss) 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.4. The UAS assessment is given a weight of 3 2.Assessment rubric 3.Non-test form: Discuss resource plans and other financial activities required in company activities <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Lecture: Lecture Discussion Questions and Answers practice</p> <p>Task: Create a budget plan according to the business idea that has been proposed 2 X 50</p>		<p>Material: Financial plan in a business Reference: Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</p>	5%
12	Drawing up a business plan	Drawing up a business plan	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Non-test form: Prepare a business plan based on discussion material that has been presented at previous meetings. <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<p>Lecture: Lecture Practical Discussion Assignment: Create a Business plan which is shared within the group which was created at the initial meeting 2 X 50</p>		<p>Material: preparation of a Business Plan Library: 2016 PKM Guidelines. Directorate general of Learning and Student Affairs. Ministry of Research, Technology and Higher Education: Jakarta</p>	5%
13	Business plan presentation	Business plan presentation	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Form: Presentation assessment sheet <p>Form of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment</p>	<p>Lecture: Lecture Practical Discussion Assignment: Present the business plan that was created at the previous meeting 2 X 50</p>		<p>Material: . References: 2016 PKM Guidelines. Directorate general of Learning and Student Affairs. Ministry of Research, Technology and Higher Education: Jakarta</p>	5%

14	Business plan presentation	Business plan presentation	Criteria: 1. Assessment rubric 2. Form: Presentation assessment sheet Form of Assessment : Participatory Activities	Lecture: Lecture Practical Discussion Assignment: Present the business plan that was created at the previous meeting 2 X 50		Material: . References: 2016 PKM Guidelines. Directorate general of Learning and Student Affairs. Ministry of Research, Technology and Higher Education: Jakarta	5%
15	Business plan presentation	Business plan presentation	Criteria: 1. Assessment rubric 2. Form: Presentation assessment sheet Form of Assessment : Participatory Activities	Lecture: Lecture Practical Discussion Assignment: Present the business plan that was created at the previous meeting 2 X 50		Material: . References: 2016 PKM Guidelines. Directorate general of Learning and Student Affairs. Ministry of Research, Technology and Higher Education: Jakarta	5%
16	UAS	UAS	Criteria: UAS Form of Assessment : Project Results Assessment / Product Assessment	UAS 2 X 50		Material: - Library:	15%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	20%
2.	Project Results Assessment / Product Assessment	50%
3.	Portfolio Assessment	30%
		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** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities 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.