Document Code



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

			SE	ME	STEF	R L	EΑ	RN	ING	P	LÆ	٨N							
Courses			CODE			C	ourse	Fami	ly	Cr	redit	Wei	ght	s	EMEST	ER	Cor	npilat e	ion
Introduction	to Business		872100305	66		C	ompu	sory S	Study	T=	-3 F	P=0	ECTS=4.	77	1		July	17, 2	024
AUTHORIZAT	TION		SP Develo	per		PI	ograi	H-Sub		se C	lust	er Co	ordinato	r S	tudy Pı	rogram	Coord	linato	r
													Brillian Rosy, S.Pd., M.Pd.			l.			
Learning model	Case Studies		•											ı					
Program Learning	PLO study pro	gram th	nat is charg	jed to	the cour	rse													
Outcomes	Program Object	tives (I	PO)																
(PLO)	PO - 1 Able to internalize academic values, norms and ethics in carrying out introductory business assignments																		
	PO - 2 Able to demonstrate a responsible attitude towards work in the field of business introduction independently																		
	PO - 3		make appro	priate	decisions	in res	olvin	g prob	lems ir	the	field	of bu	isiness in	troduc	tion				
	PLO-PO Matrix	· •																	
	PO Matrix at th	e end (	P.O	rning	stage (Su	ub-P(	<b>5</b>	6	7	8	Wee	ek 10	) 11	12	13	14	15	16	]
		РО	-2																
		РО	-3																
Short Course Description	This course aims the global era. The also equipper ethics, and revie Based Learning, and archival pra alternative solution.	nis busir d to und w the c Lectures ctice. Ti	ness concept erstand the s ompany's bu s begin with he learning	t is ne scale a usines an exp output	eded as a and group s functions olanation of its that state of the sta	basis of cor s. Lea of cond tuden	for sinpaniarning erning epts is car	tudyines, buing is ca and points and points	g more siness rried o rinciple e deci	deta plani ut us s, as sions	ailed ning sing sign	busir , the ( Proje ment	ness know environment ect Based s and disc	vledge ent tha Learr cussion	in advant influent ing, Canns with	anced s nces bu ase Stu student	studies usiness udy and ts, pres	. Stude , busir d Prob sentatio	ents ness olem ons,
References	_																		
	1. William N 2. Eko Purv															ı Cenga	age Lea	arning.	
	Supporters:																		

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- 10. Tjandra, N.C., Aroean, L. and Prabandari, Y.S. (2020), "Public evaluation of the ethics of tobacco marketing in Indonesia: symbiotic ethical approach", Qualitative Market Research, Vol. 23 No. 4, pp. 603-626. https://doi.org/10.1108/QMR-01-2020-0011
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## Supporting lecturer

Lifa Farida Panduwinata, S.Pd., M.Pd. Jaka Nugraha, S.AB., M.AB, MBA. Fitriana Rahmawati, M.Pd. Febrika Yogie Hermanto, S.Pd., M.Pd.

Week-	Final abilities of each learning stage	Evalua	Evaluation		elp Learning, rning 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	Able to summarize business concepts in the era of globalization	1.Accuracy in examining business concepts in general 2.Accuracy in describing global and national economic systems 3.Accuracy in describing the relationship between the economic system and business development 4.Accuracy in identifying developments in the business world to the global era 5.Accuracy of identifying the type of business competition in the market structure (perfect competition, manuallistic	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case Studies 3 X 50	Material: 1. Economic arbusiness concepts in I global era. References William M. P Robert J. Hughes, Jac Kapoor. 201 Business, Tv Edition. USA South Weste Cengage Learning.  Material: 1. Economic arbusiness concepts in I global era Reader: Ekc Purvanto. 20 Introduction Business in Industrial Revolution E 4.0. South Purwokerto: Sasanti Insti	the : tride, k R. 4. welfth trian d the 0 020. to the trian tute.
		monopolistic, monopoly, oligopoly)			Business in t global era <b>References</b> Akter, M. (20	:
2	Able to identify the company's business environment	1.Accuracy in describing the characteristics of the company's business environment 2.Accuracy of classifying the Internal environment (directly influencing the company): man, money, method, machine, material, and Entrepreneur, supplier 3.Accuracy of classifying the external environment (indirectly influencing the company): economic, political, legal, socio-cultural, government regulations 4.Accuracy in examining the macro and micro environment	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case studies 3 X 50	Material: 1) Library Busi Environment Eko Purwani 2020. Introduction Business in it Industrial Revolution E 4.0. South Purwokerto: Sasanti Insti  Material: 1) Business Environment Reader: Will M. Pride, Ro J. Hughes, J R. Kapoor. 2 Business, T Edition. USA South Weste Cengage Learning.  Material: Business environment References Permatasari, Dwanto, W. Dellyana, D. (2023),	t: to.  to the fra tute.  tute.  tiliam shert sack 20014. Swelfth st.  ern

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3	Able to conclude business ownership and entrepreneurship	1.Accuracy in describing the types of business (manufacturing, services and trade) 2.Accuracy in reviewing the criteria for micro, small, medium and large company scales 3.Accuracy in describing existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing, Merger and Franchise) 4.Accuracy in identifying the advantages and disadvantages and disadvantages of each form of business entity 5.The accuracy of examining the concept of entrepreneurship, goals, benefits, the importance of entrepreneurial characteristics, as well as the advantages and disadvantages and disadvantages of entrepreneurship	Criteria:  1.85 < A < 100 2.80 < A < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case studies 3 X 50	Material: 1) Types of Business, 2) Scale of Business, 3) Form of Business Entity, 4) Entrepreneurship Literature: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1) Types of Business, 2) Scale of Business, 2) Scale of Business, 3) Form of Business Entity, 4) Entrepreneurship Library: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: BUMDes Reference: Kania, I., Anggadwita, G. and Alamanda, DT (2021),	3%
4	Able to conclude business ownership and entrepreneurship	1.Accuracy in describing the types of business (manufacturing, services and trade) 2.Accuracy in reviewing the criteria for micro, small, medium and large company scales 3.Accuracy in describing existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing, Merger and Franchise) 4.Accuracy in identifying the advantages and disadvantages of each form of business entity 5.The accuracy of examining the concept of entrepreneurship, goals, benefits, the importance of entrepreneurial characteristics, as well as the advantages and disadvantages of entrepreneurship	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case studies 3 X 50	Material: 1) Types of Business, 2) Scale of Business, 3) Form of Business Entity, 4) Entrepreneurship Literature: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1) Types of Business, 2) Scale of Business, 2) Scale of Business, 3) Form of Business Entity, 4) Entrepreneurship Library: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: Social entrepreneurship and MSMEs References: Chiengkul, W., Tantipanichkul, T., Boonchom, W., Phuangpornpitak, W. and Suphan, K. (2023),	3%

5	Able to conclude the management concept of organizational governance	1.Accuracy in explaining the meaning of management and management functions (POAC) 2.The accuracy of examining management levels and various/forms of organizational structures with their strengths and weaknesses 3.Accurately outlines the scope of the organization along with its vision, mission and business goals	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case Studies 3 X 50	Material: 1) Management and Organization Library: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1) Library Management and Organization : Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: Digital entrepreneurship References: Garcez, A., Franco, M. and Silva, R. (2023),  Material: Family business governance References: Kussudyarsana, K., Soepatini, S., Maimun, MH and Vemuri, R. (2020),  Material: Gender diversity References: Abbas, A. and Frihatni, AA (2023),	5%
6	Able to conclude SWOT analysis	1.The accuracy of explaining the concept of SWOT analysis, the purpose of making SWOT analysis 2.The accuracy of reviewing the stages of creating a SWOT analysis 3.Accuracy in identifying the strengths and weaknesses of the company's internal environment 4.Accuracy in describing opportunities and threats from the company's external environment	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case studies 3 X 50	Material: 1) SWOT analysis Bibliography: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1) SWOT analysis Reader: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: KUD Strategy Library: Hendriani, S. (2018),	5%

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7	Able to summarize the concepts of ethics and corporate social responsibility	1.Accuracy in explaining the concept of ethics and norms in general, the concept of business ethics, and the components of Business Ethics 2.Accuracy in detailing the concept of corporate social responsibility (CSR) 3.The accuracy of describing CSR practice models and analyzing CSR practices from small, medium and large companies	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case studies 3 X 50	Material: 1) Ethics and Corporate Social Responsibility Reader: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1) Ethics and Corporate Social Responsibility Reader: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: Business ethics References: Tjandra, NC, Aroean, L. and Prabandari, YS (2020),  Material: CSR Reference: Tandelilin, E. and Usman, B. (2023),  Material: University social responsibility References: Suranta, S. and Rahmawati, R. (2023),	
8	Midterm exam	All Indicators Taught before UTS	Criteria: Test Assessment  Form of Assessment: Portfolio Assessment	3 X 50 Structured Test	Material: All material taught before UTS Reader: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: All material taught before UTS Reader: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.	20%

9	Able to conclude	1 The	Criteria:	Lectures,	Material: 1)	3%
	marketing aspects in business activities	1.The accuracy of detailing marketing concepts includes marketing functions and marketing strategies 2.Accuracy in describing the marketing mix (companies in general have 4 Ps (product,	1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Discussions, Case Studies 3 X 50	Aspects in Business: Marketing Aspects Literature: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.	
		price, place, promotion) and service companies have 7 Ps (product, price, place, promotion, people, process and physical evidence)			Material: 1) Aspects in Business: Marketing Aspects Library: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.	
					Material: Social media and marketing References: Hamid, RS, Ukkas, I., Goso, G., Abror, A., Anwar, SM and Munir, AR (2023),	
10	Able to summarize aspects of Human Resources (HR) in business activities	1.Accuracy in explaining the understanding of HR concepts and several motivation theories 2.Accuracy in reviewing HR functions: analysis of TK needs, planning, recruitment, selection,	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory	Lectures, Discussions, Case Studies 3 X 50	Material: 1) Aspects in business: Operational Aspects Library: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelft Edition. USA: South Western Cengage Learning.	3%
		placement, management, development and dismissal	Activities		Material: 1) Aspects in business: Operational Aspects Library: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.	
					Material: Human capital References: Iqbal, M., Mawardi, MK, Sanawiri, B., Alfisyahr, R. and Syarifah, I. (2023),	

11	Able to summarize financial and accounting aspects in business activities	1.Accuracy in explaining the meaning of financial aspects in financial management 2.Accuracy of analyzing funding needs, sources of funds, financial performance, financial reports and ratio analysis (liquidity, solvency, profitability and activity)	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case Studies 3 X 50	Material: 1) Aspects in Business: Financial Aspects References: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1) Aspects in Business: Financial Aspects Reader: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: Finance in SMEs References: Abe, M., Troilo, M. and Batsaikhan, O. (2015),	3%
12	Able to summarize financial and accounting aspects in business activities	1.Accuracy in explaining the meaning of financial aspects in financial management 2.Accuracy of analyzing funding needs, sources of funds, financial performance, financial reports and ratio analysis (liquidity, solvency, profitability and activity)	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case Studies 3 X 50	Material: 1) Aspects in Business: Financial Aspects References: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1) Aspects in Business: Financial Aspects Reader: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: finance in MSMEs Reference: Abe, M., Troilo, M. and Batsaikhan, O. (2015),	4%

13	Able to conclude SIM in the business realm	1.Accuracy in explaining the meaning of SIM and SIM functions 2.The accuracy of analyzing the relationship between SIM and the business world as well as the impact of SIM on corporate governance	Criteria:  1.85 < A < 100 2.80 < A < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions and Case Studies 3 X 50	Material: 1) Library Management Information Systems: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1) Library Management Information System : Eko Purwanto. 2020. Introduction to Business in the Industrial	5%
14	Able to create a	Accuracy describes	Criteria:	Lectures,	Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: Information systems in organizations References: Lantu, DC, Labdhagati, H. and Dewanto, I. (2023), Material: 1.)	5%
	business plan for the company's business aspects	four aspects of the company's business	1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40	Discussions, Case Studies, Project Based Learning 3 X 50	UKM observation site, 2) Lecture materials, 3) Print media, newspapers, magazines Library: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.	
					Material: 1.) UKM observation site, 2) Lecture materials, 3) Print media, newspapers, magazines Library: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.	
					Material: Management and Business Plans References: Alonso-Vazquez, M., del Pilar Pastor-Pérez, M. and Alonso- Castañón, MA (2018),	

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15	Able to create a business plan for the company's business aspects	Accuracy describes four aspects of the company's business	Criteria:  1.85 < A < 100 2.80 < A - < 85 3.75 < B < 80 4.70 < B < 75 5.65 < B - < 70 6.60 < C < 65 7.55 < C < 60 8.40 < D < 55 9.0 < E < 40  Form of Assessment: Participatory Activities	Lectures, Discussions, Case Studies, Project Based Learning 3 X 50	Material: 1.) UKM observation site, 2) Lecture materials, 3) Print media, newspapers, magazines Library: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: 1.) UKM observation site, 2) Lecture materials, 3) Print media, newspapers, magazines Library: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.  Material: Management and Business Plans References: Alonso-Vazquez, M., del Pilar Pastor-Pérez, M. and Alonso-Castañón, MA (2018),	5%
16	UAS	All Indicators at Every Meeting after UTS	Criteria: Test Assessment  Form of Assessment: Test	3 X 50 Structured Test	Material: All material taught after UTS Reader: William M. Pride, Robert J. Hughes, Jack R. Kapoor. 2014. Business, Twelfth Edition. USA: South Western Cengage Learning.  Material: All material taught after UTS Reader: Eko Purwanto. 2020. Introduction to Business in the Industrial Revolution Era 4.0. South Purwokerto: Sasanti Institute.	30%

## Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	50%
2.	Portfolio Assessment	20%
3.	Test	30%
		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.
- 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.