



Universitas Negeri Surabaya
Faculty of Languages and Arts
English Literature Undergraduate Study Program

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Entrepreneurship	7920202235	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	3	July 16, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator		Study Program Coordinator		
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Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program that is charged to the course	
	PLO-5	Being able to demonstrate integrative and independent thinking, originality, imagination, experimentation, problem solving, or risk taking in thought, expression, or intellectual engagement
	PLO-6	Being able to create sound academic or non-academic works for various audiences and purposes
	PLO-8	Being able to produce adequate translation and interpretation of both spoken and written texts from English to Indonesian and vice versa
	PLO-11	Be able to comprehend, analyze, and interpret literary and non-literary works in various genres and modes of communication
	Program Objectives (PO)	
	PO - 1	Identify Business Opportunities
	PO - 2	Business Planning
	PO - 3	Creativity and Innovation
	PO - 4	Market Analysis
	PO - 5	Financial Management
	PO - 6	Understand the basics of financial management, including budgeting, forecasting, and financial statement analysis
	PO - 7	Legal and Ethical Considerations
	PO - 8	Risk Assessment and Management
	PO - 9	Resource Acquisition
	PO - 10	Marketing and Sales
	PO - 11	Team Building and Leadership
	PO - 12	Networking and Relationship Building
	PO - 13	Financial Literacy
PO - 14	Adaptability and Resilience	
PO - 15	Pitching and Presentation Skills	
PO - 16	Business Growth and Scaling	
PO - 17	Exit Strategies	
PO - 18	Problem-Solving Skills	

PLO-PO Matrix

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P.O	PLO-5	PLO-6	PLO-8	PLO-11
PO-1				
PO-2				
PO-3				
PO-4				
PO-5				
PO-6				
PO-7				
PO-8				
PO-9				
PO-10				
PO-11				
PO-12				
PO-13				
PO-14				
PO-15				
PO-16				
PO-17				
PO-18				

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																
PO-4																
PO-5																
PO-6																
PO-7																
PO-8																
PO-9																
PO-10																
PO-11																
PO-12																
PO-13																
PO-14																
PO-15																
PO-16																
PO-17																
PO-18																

Short Course Description This subject discusses the basic concept of entrepreneurship and its application in real life. It gives the students the basic principles of entrepreneurship including (1) scope, characteristics, values, and skills of entrepreneurship (2) analysis of business ideas and creating business plans (3) practice making/running business ideas. The teaching learning activity is conducted through lecturing, discussion, and practice

References

Main :

1. Assauri, Sofyan. 1994. Manajemen Produksi . Jakarta: Universitas Indonesia Press.
2. Depnaker. 1991. Studi Kelayakan Usaha . Jakarta: Gempita.
3. Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company
4. Derek, Gillard. 2008. Education in England: a brief history. educationinengland.org.uk
5. Unesa. 2000. Kewirausahaan . Surabaya: Unesa University Press

Supporters:

Supporting lecturer Adam Damanhuri, S.S., M.Hum.
Silvy Cinthia Adelia, S.S., M.A.

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	Able to understand the entrepreneurial perspective	- Understand the entrepreneurial perspective. - Able to open up insight into job opportunities - Explain the goals and benefits of entrepreneurship for students	<p>Criteria:</p> <p>1.- The score for each assignment is given based on the criteria depicted by the Written Composition Profile adapted from the work of Jacobs, et.al (1992)</p> <p>2.- General guide for scoring</p> <p>Criteria:</p> <p>3.85 - 100 (A)</p> <p>4.80 - 84 (A-)</p> <p>5.75 - 79 (B)</p> <p>6.70 - 74 (B)</p> <p>7.65 - 69 (B-)</p> <p>8.60 - 64 (C)</p> <p>9.55 - 59 (C)</p> <p>10.40 - 49 (D)</p> <p>11.<40 (E)</p> <p>Forms of Assessment</p> <p>:</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance</p>	Explanation, discussion and questions and answers 2 X 50		<p>Material:</p> <p>Entrepreneurial perspective</p> <p>References: 5. Unesa. 2000. <i>Entrepreneurship</i>. Surabaya: Unesa University Press</p>	3%
2	Analyze the application of entrepreneurship in everyday life	- Analyze the differences between entrepreneurs, entrepreneurs. - Explain the qualities and characteristics of successful entrepreneurs - Entrepreneurs are born, molded or environment - Explain the benefits of studying entrepreneurship	<p>Criteria:</p> <p>1.- The score for each assignment is given based on the criteria depicted by the Written Composition Profile adapted from the work of Jacobs, et.al (1992)</p> <p>2.- General guide for scoring</p> <p>Criteria:</p> <p>3.85 - 100 (A)</p> <p>4.80 - 84 (A-)</p> <p>5.75 - 79 (B)</p> <p>6.70 - 74 (B)</p> <p>7.65 - 69 (B-)</p> <p>8.60 - 64 (C)</p> <p>9.55 - 59 (C)</p> <p>10.40 - 49 (D)</p> <p>11.<40 (E)</p> <p>Forms of Assessment</p> <p>:</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	lectures, discussions and questions and answers 2 X 50		<p>Material:</p> <p>entrepreneurship</p> <p>Reference: 5. Unesa. 2000. <i>Entrepreneurship</i>. Surabaya: Unesa University Press</p>	3%

3	Explain the theory of innovation and creativity	<ul style="list-style-type: none"> - Defining the meaning of innovation and creativity - Basics of creative thinking - Defining the meaning of innovation - Analyzing the principles of innovation and its opportunities - Product innovation - The process of adopting innovation 	<p>Criteria:</p> <p>1.- The score for each assignment is given based on the criteria depicted by the Written Composition Profile adapted from the work of Jacobs, et.al (1992)</p> <p>2.- General guide for scoring</p> <p>Criteria:</p> <p>3.85 - 100 (A) 4.80 - 84 (A-) 5.75 - 79 (B) 6.70 - 74 (B) 7.65 - 69 (B-) 8.60 - 64 (C) 9.55 - 59 (C) 10.40 - 49 (D) 11.<40 (E)</p> <p>Forms of Assessment :</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	Lectures, discussions and presentations 2 X 50		<p>Material: Theory of innovation and creativity</p> <p>References: 5. Unesa. 2000. <i>Entrepreneurship</i>. Surabaya: Unesa University Press</p>	3%
4	Understanding the attitudes and behavior of successful entrepreneurs	<ul style="list-style-type: none"> - Explain the attitudes and behavior of an entrepreneur 	<p>Criteria:</p> <p>1.- The score for each assignment is given based on the criteria depicted by the Written Composition Profile adapted from the work of Jacobs, et.al (1992)</p> <p>2.- General guide for scoring</p> <p>Criteria:</p> <p>3.85 - 100 (A) 4.80 - 84 (A-) 5.75 - 79 (B) 6.70 - 74 (B) 7.65 - 69 (B-) 8.60 - 64 (C) 9.55 - 59 (C) 10.40 - 49 (D) 11.<40 (E)</p> <p>Forms of Assessment :</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	discussion and questions and answers 2 X 50		<p>Material: Attitudes and behavior of successful entrepreneurs</p> <p>Reference: 5. Unesa. 2000. <i>Entrepreneurship</i>. Surabaya: Unesa University Press</p>	3%

5	Problem solving soft skills	- Have knowledge of financial management - Able to make decisions - Able to make decisions and analyze the consequences of decisions - Able to solve problems in business.	<p>Criteria:</p> <p>1.- The score for each assignment is given based on the criteria depicted by the Written Composition Profile adapted from the work of Jacobs, et.al (1992)</p> <p>2.- General guide for scoring Criteria: 3.85 - 100 (A) 4.80 - 84 (A-) 5.75 - 79 (B) 6.70 - 74 (B) 7.65 - 69 (B-) 8.60 - 64 (C) 9.55 - 59 (C) 10.40 - 49 (D) 11.<40 (E)</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	Questions and answers and discussions. Practice completing the 2 X 50 worksheet		<p>Material: Financial Literacy</p> <p>References: 3. <i>Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company</i></p>	3%
6	Problem solving soft skills	- Have knowledge of financial management - Able to make decisions - Able to make decisions and analyze the consequences of decisions - Able to solve problems in business.	<p>Criteria:</p> <p>1.- The score for each assignment is given based on the criteria depicted by the Written Composition Profile adapted from the work of Jacobs, et.al (1992)</p> <p>2.- General guide for scoring Criteria: 3.85 - 100 (A) 4.80 - 84 (A-) 5.75 - 79 (B) 6.70 - 74 (B) 7.65 - 69 (B-) 8.60 - 64 (C) 9.55 - 59 (C) 10.40 - 49 (D) 11.<40 (E)</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	Questions and answers and discussions. Practice completing the 2 X 50 worksheet		<p>Material: Problem Solving</p> <p>References: 3. <i>Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company</i></p>	3%

7	Marketing management and how to promote a business	- Conduct SWOT analysis - Understand marketing concepts - Explain the development and role of marketing - Create a marketing plan - Create a marketing strategy	<p>Criteria:</p> <p>1.- The score for each assignment is given based on the criteria depicted by the Written Composition Profile adapted from the work of Jacobs, et.al (1992)</p> <p>2.- General guide for scoring Criteria: 3.85 - 100 (A) 4.80 - 84 (A-) 5.75 - 79 (B) 6.70 - 74 (B) 7.65 - 69 (B-) 8.60 - 64 (C) 9.55 - 59 (C) 10.40 - 49 (D) 11.<40 (E)</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	Questions and answers and discussions. Practice completing the 2 X 50 worksheet		<p>Material: marketing management Reference: 5. Unesa. 2000. <i>Entrepreneurship</i>. Surabaya: Unesa University Press</p>	3%
8	Marketing management and how to promote a business	- Conduct SWOT analysis - Understand marketing concepts - Explain the development and role of marketing - Create a marketing plan - Create a marketing strategy	<p>Criteria:</p> <p>1.- The score for each assignment is given based on the criteria depicted by the Written Composition Profile adapted from the work of Jacobs, et.al (1992)</p> <p>2.- General guide for scoring Criteria: 3.85 - 100 (A) 4.80 - 84 (A-) 5.75 - 79 (B) 6.70 - 74 (B) 7.65 - 69 (B-) 8.60 - 64 (C) 9.55 - 59 (C) 10.40 - 49 (D) 11.<40 (E)</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	Questions and answers and discussions. Practice completing the 2 X 50 worksheet		<p>Material: Marketing Management Library: 5. Unesa. 2000. <i>Entrepreneurship</i>. Surabaya: Unesa University Press</p>	3%
9	Risk Management	Students understand risk management in business	<p>Criteria:</p> <p>1.Creativity and Originality 2.Participation and Activity</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practice / Performance, Tests</p>	Discussions, lectures and presentations 2x50		<p>Material: Production and sales risk management References: 1. Assauri, Sofyan. 1994. <i>Production Management</i>. Jakarta: University of Indonesia Press.</p>	3%

10	Resource Acquisition	Students understand the forms of resource management in personal and group businesses	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Creativity and Originality 2.Participation and Activity <p>Forms of Assessment :</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	Discussions, lectures and presentations 2x50		<p>Material: Learn how to secure funding and resources for starting and growing a business, including venture capital, loans, and bootstrapping</p> <p>Reference: 3. <i>Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company</i></p>	3%
11	Students are able to identify marketing and sales strategies	<ol style="list-style-type: none"> 1.Creativity and Originality 2.Participation and Activity 	<p>Criteria:</p> <p>Students are able to identify marketing and sales strategies</p> <p>Forms of Assessment :</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	Discussions, lectures, presentations 2x50		<p>Material: Develop marketing plans and sales strategies to effectively promote products or services to target customers</p> <p>Reference: 3. <i>Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company</i></p>	3%
12	Team Building and Leadership	Students are able to demonstrate the ability to work together in teams and work groups in running a business	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Creativity and Originality 2.Participation and Activity <p>Forms of Assessment :</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practical / Performance, Test</p>	Discussions, lectures and presentations 2x50		<p>Material: Understand the importance of assembling and leading a diverse and motivated team</p> <p>Reference: 3. <i>Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company</i></p>	5%
13	Networking and Relationship Building	Students are able to build networks in business and carry out business plans according to the patrons they create	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Creativity and Originality 2.Participation and Activity <p>Forms of Assessment :</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment, Practical / Performance, Test</p>	Lectures, discussions, presentations and practice 2x50		<p>Material: Build professional networks and relationships that can support the growth and success of the business.</p> <p>References: 5. <i>Unesa. 2000. Entrepreneurship. Surabaya: Unesa University Press</i></p>	5%
14	Financial Literacy	Students are able to run a business by applying good financial literacy	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Creativity and Originality 2.Team Building 3.Financial Literacy <p>Forms of Assessment :</p> <p>Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests</p>	Lectures, discussions, presentations and practice 2x50		<p>Material: Enhance financial literacy by understanding financial terminology, concepts, and financial tools relevant to entrepreneurship</p> <p>Reference: 3. <i>Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company</i></p>	3%

15	Pitching and Presentation Skills	Students are able to apply pitching and communication skills in running a business	Criteria: 1. Creativity and Originality 2. Participation and Activity 3. Communication skills Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance, Tests	Lectures, discussions, presentations 2x50		Material: Develop effective communication skills for pitching business ideas to potential investors, partners, and customers References: 3. <i>Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company</i>	4%
16	Exit Strategies	Students are able to sell a business using good and correct business and communication strategies	Criteria: 1. Communication skills 2. Problem Solving 3. Going Public 4. Selling Business Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practical / Performance, Test	Lectures, discussions, presentations and 2x50 field practices		Material: Understand various exit options, such as selling the business, going public, or passing it on to a successor Reference: 3. <i>Malcolm Gladwell. 2008. Outliers 13 The Story of Success. Little Brown And Company</i>	50%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	18.29%
2.	Project Results Assessment / Product Assessment	18.29%
3.	Portfolio Assessment	17.54%
4.	Practical Assessment	9.99%
5.	Practice / Performance	18.29%
6.	Test	17.54%
		99.94%

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.