



**Universitas Negeri Surabaya  
Faculty of Engineering  
Bachelor of Fashion Education Study Program**

Document Code

**SEMESTER LEARNING PLAN**

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>			<b>SEMESTER</b>	<b>Compilation Date</b>											
Entrepreneurship	8321202101	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	5	July 17, 2024											
<b>AUTHORIZATION</b>		<b>SP Developer</b>	<b>Course Cluster Coordinator</b>			<b>Study Program Coordinator</b>												
		Prof. Dr. Marniati, S.E, M.M	Prof. Dr. Marniati, S.E, M.M			Imami Arum Tri Rahayu, S.Pd., M.Pd.												
<b>Learning model</b>	Project Based Learning																	
<b>Program Learning Outcomes (PLO)</b>	PLO study program that is charged to the course																	
	Program Objectives (PO)																	
	PO - 1	Students master the concept of entrepreneurship which includes basic concepts, benefits and functions, characteristics and attitudes, principles, achievement motivation, advantages and disadvantages of entrepreneurship by utilizing learning resources and ICT																
	PO - 2	Students are able to internalize knowledge of the values and attitudes contained in entrepreneurship, such as work ethic, achievement motive, independence, creativity, decision-making skills																
	PO - 3	Students have the ability to design and choose the type of business and develop employability skills in students as a prerequisite for the formation of an entrepreneurial spirit																
	PO - 4	Students have a responsible attitude in their own work and can be given responsibility for achieving work results in evaluating entrepreneurial success and failure in accordance with assessment standards.																
	PLO-PO Matrix																	
		P.O																
		PO-1																
		PO-2																
	PO-3																	
	PO-4																	
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																	
<b>Short Course Description</b>	Understanding of the basic concepts of entrepreneurship, entrepreneurial processes, types and fields of business, strategies for finding entrepreneurial opportunities, selecting a business form, preparing business plans, business plan seminars, and entrepreneurial practices in accordance with the business plan created																	
<b>References</b>	<b>Main :</b>																	
	<ol style="list-style-type: none"> <li>1. Fadiati, Arid an Purwana, Dedi. 2011.Menjadi Wirausaha Sukses. Bandung: PT Remaja Rosdakarya</li> <li>2. Suryana. 2003.Kewirausahaan: Pedoman Praktis, Kiat dan Proses Menuju Sukses. Jakarta : Salemba Empat.</li> <li>3. Longenecker Justin G, Moore Carlos W, Petty J. William, (2000) Small Business Management an entrepreneurial emphasis. "First publish by South-Western College Publishing, a divisi of Thomson Learning, United States of America</li> <li>4. Meadows Toby, 2012. How to Set Up and Run a Fashion Label. By Laurence King Publishing Ltd. London</li> <li>5. Saiman Leonardus, 2014. Kewirausahaan, Teori, Praktik, dan Kasus-kasus, Edisi 2. Jakarta: Penerbit Salemba Empat</li> <li>6. Tim Kewirausahaan Unesa, 2016. Kewirausahaan, Surabaya: Penerbit Unesa University Press</li> </ol>																	
	<b>Supporters:</b>																	
<b>Supporting lecturer</b>	Prof. Dr. Marniati, S.E., M.M. Drs. Ec. Mein Kharolis, M.SM.																	

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 study the basic concepts of entrepreneurship	<ol style="list-style-type: none"> <li>conclude the definition of entrepreneurship</li> <li>Mention examples of the benefits and functions of entrepreneurship</li> <li>can distinguish between the characteristics and attitudes of an entrepreneur</li> <li>Students can conclude entrepreneurial motivation</li> <li>summarize the advantages and disadvantages of entrepreneurship</li> </ol>	<p><b>Criteria:</b> The accuracy of verbal answers and the completeness of the material are related to the task of building an entrepreneurial attitude</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Project based learning 2 X 50		<p><b>Material:</b> definition of entrepreneurship <b>Reference:</b> Longenecker Justin G, Moore Carlos W, Petty J. William, (2000) <i>Small Business Management an entrepreneurial emphasis</i>. "First published by South-Western College Publishing, a division of Thomson Learning, United States of America</p> <hr/> <p><b>Material:</b> benefits and functions of entrepreneurship, entrepreneurial attitudes, and entrepreneurial motivation <b>Reference:</b> Unesa Entrepreneurship Team, 2016. <i>Entrepreneurship, Surabaya: Publisher Unesa University Press</i></p> <hr/> <p><b>Material:</b> advantages and disadvantages of entrepreneurship <b>Reader:</b> Saiman Leonardus, 2014. <i>Entrepreneurship, Theory, Practice and Cases, Edition 2. Jakarta: Salemba Empat Publishers</i></p> <hr/> <p><b>Material:</b> ENTREPRENEURSHIP CONCEPTS <b>Bibliography:</b> Unesa Entrepreneurship Team, 2016. <i>Entrepreneurship, Surabaya: Publisher Unesa University Press</i></p>	2%
2	Students can remember and add theories about getting to know business organizations	<ol style="list-style-type: none"> <li>conclude the definition of sole proprietorship</li> <li>identify joint ventures</li> <li>identify cooperative activities</li> <li>defines a limited liability company</li> </ol>	<p><b>Criteria:</b> 1-100</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Project based learning 2 X 50		<p><b>Material:</b> partnership businesses, cooperatives and limited liability companies <b>Reference:</b> Unesa Entrepreneurship Team, 2016. <i>Entrepreneurship, Surabaya: Publisher Unesa University Press</i></p>	3%
3	Students can remember and add theory about market segments and types of businesses in the fashion sector	<ol style="list-style-type: none"> <li>conclude the definition of market segments</li> <li>summarize the types and types of businesses in the fashion sector</li> <li>distinguish between market segments and types of business in the fashion sector</li> <li>differentiate between fast fashion, ready-to-wear, and eco fashion</li> <li>mentioning seasons and calendars/months of fashion trade transactions in certain parts of the world</li> </ol>	<p><b>Criteria:</b> 1-100</p> <p><b>Form of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment</p>	Project based learning 2 X 50		<p><b>Material:</b> market segments, types and types of business in the service sector <b>Reference:</b> Meadows Toby, 2012. <i>How to Set Up and Run a Fashion Label. By Laurence King Publishing Ltd. London</i></p>	5%

4	Students can remember and add theories about planning business operations	<ol style="list-style-type: none"> <li>concludes the definition of business planning</li> <li>designing the layout of the business premises</li> <li>concludes the definition of organizing HR</li> <li>conclude the definition of leadership</li> </ol>	<b>Criteria:</b> 1-100  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Project Based Learning 2 X 50		<b>Material:</b> definition of business planning, layout of business premises, definition of HR organization and leadership <b>Reference:</b> <i>Saiman Leonardus, 2014. Entrepreneurship, Theory, Practice and Cases, Edition 2. Jakarta: Salemba Empat Publisher</i>	5%
5	Students can add theory and skills in managing business finances, (business capital, profit, BEP, selling price)	<ol style="list-style-type: none"> <li>calculate business capital requirements</li> <li>calculate business profit</li> <li>calculate business BEP</li> <li>calculate the selling price of the business</li> </ol>	<b>Criteria:</b> 1-100  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Project Based Learning 2 X 50		<b>Material:</b> calculating business capital requirements, determining profits, determining BEP, and calculating selling prices. <b>References:</b> <i>Fadiati, Arid an Purwana, Dedi. 2011. Becoming a Successful Entrepreneur. Bandung: PT Teen Rosdakarya</i>	2%
6	Students can remember and add theory about marketing strategies	<ol style="list-style-type: none"> <li>define the market</li> <li>determine marketing strategy</li> <li>draw up a marketing plan</li> <li>determine marketing tools</li> </ol>	<b>Criteria:</b> 1 - 100  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Self-Directed Learning 2 X 50		<b>Material:</b> marketing strategy <b>Reader:</b> <i>Saiman Leonardus, 2014. Entrepreneurship, Theory, Practice and Cases, Edition 2. Jakarta: Salemba Empat Publishers</i>	5%
7	Students can add theory and be skilled at preparing business plans for Canvas Models and the Fashion Field (business plans)	<ol style="list-style-type: none"> <li>conclude the definition of a business plan</li> <li>identify the use of a business plan</li> <li>create a fashion portfolio</li> </ol>	<b>Criteria:</b> 1 - 100  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Project based learning 2 X 50		<b>Material:</b> business plan fashion <b>Reference:</b> <i>Meadows Toby, 2012. How to Set Up and Run a Fashion Label. By Laurence King Publishing Ltd. London</i>	3%
8	Midterm Evaluation / Midterm Exam			2 X 50			20%
9	Students are skilled at preparing and presenting business plans in the Fashion sector (business plans)		<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	project based learning 2 X 50		<b>Material:</b> business plan presentation <b>Bibliography:</b> <i>Saiman Leonardus, 2014. Entrepreneurship, Theory, Practice and Cases, Edition 2. Jakarta: Salemba Empat Publishers</i>	5%
10	Students are skilled in carrying out business practices in the Fashion Field (according to the business plan)	create fashion product projects	<b>Criteria:</b> 1-100  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Discussion, consultation and presentation 2 X 50		<b>Material:</b> procedures for making fashion products <b>Reference:</b> <i>Unesa Entrepreneurship Team, 2016. Entrepreneurship, Surabaya: Publisher Unesa University Press</i>	2%
11	Students are skilled in carrying out business practices in the Fashion Field (according to the business plan)	<ol style="list-style-type: none"> <li>create a project pattern</li> <li>cutting project materials</li> </ol>	<b>Criteria:</b> 1-100  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Discussion, consultation and presentation 2 X 50		<b>Material:</b> procedures for making fashion products <b>Reader:</b> <i>Suryana. 2003. Entrepreneurship: Practical Guidelines, Tips and Processes for Success. Jakarta : Salemba Empat.</i>	3%
12		<ol style="list-style-type: none"> <li>Skilled in sewing techniques for fashion products</li> <li>Skilled in fashion product finishing techniques</li> <li>skilled at installing fashion product labels</li> </ol>	<b>Form of Assessment :</b> Practical Assessment	Discussions, consultations and presentations Discussions, consultations and presentations 2 X 50		<b>Material:</b> Fashion label <b>Library:</b> <i>Suryana. 2003. Entrepreneurship: Practical Guidelines, Tips and Processes for Success. Jakarta : Salemba Empat.</i>	5%
13	Students are skilled in carrying out business practices in the Fashion Field (according to the business plan)	skilled at making packaging	<b>Form of Assessment :</b> Practical Assessment	Discussions, consultations and presentations Discussions, consultations and presentations 2 X 50		<b>Material:</b> Fashion label <b>Library:</b> <i>Suryana. 2003. Entrepreneurship: Practical Guidelines, Tips and Processes for Success. Jakarta : Salemba Empat.</i>	2%

14	Students are skilled at marketing and selling fashion products (according to the business plan)	skilled in marketing and sales	<b>Criteria:</b> 1-100	Discussion, consultation and presentation 2 X 50		<b>Material:</b> product marketing and sales <b>Reader:</b> Suryana. 2003. <i>Entrepreneurship: Practical Guidelines, Tips and Processes for Success. Jakarta : Salemba Empat.</i>	5%
15	Students are skilled at marketing and selling fashion products (according to the business plan)	Present the results of the product sales project report	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Carrying out entrepreneurial activities based on a 2 X 50 business plan		<b>Material:</b> presentation of sales results <b>Reader:</b> Suryana. 2003. <i>Entrepreneurship: Practical Guidelines, Tips and Processes for Success. Jakarta : Salemba Empat.</i>	3%
16	Final Semester Evaluation / Final Semester Examination			2 X 50			30%

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	7.5%
2.	Project Results Assessment / Product Assessment	30.5%
3.	Practical Assessment	7%
		45%

#### 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.