



Universitas Negeri Surabaya
Faculty of Engineering,
Undergraduate Study Program, Fashion Design Education

Document Code

SEMESTER LEARNING PLAN

| Courses | CODE | Course Family | Credit Weight | SEMESTER | Compilation Date |
|-----------------------------|------------------------------|-----------------------------------|-----------------------------|-------------------------------------|------------------|
| Fashion Business Management | 8321203125 | Compulsory Study Program Subjects | T=3 P=0 ECTS=4.77 | 4 | July 17, 2024 |
| AUTHORIZATION | SP Developer | Program Subjects | Course Cluster Coordinator | Study Program Coordinator | |
| | Prof. Dr. Marniati, S.E, M.M | | Prof. Dr. Marniati, S.E,M.M | Imami Arum Tri Rahayu, 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 | Understand the basic concepts of fashion business management | | | | | | |
| PO - 2 | Understand financial administration management | | | | | | |
| PO - 3 | Skilled in planning, preparation and industrial garment production | | | | | | |
| PO - 4 | Skilled at marketing products | | | | | | |
| PO - 5 | Understand industrial garment product evaluation | | | | | | |
| PLO-PO Matrix | | | | | | | |
| | <table border="1" style="margin-left: 20px; border-collapse: collapse;"> <tr><td>P.O</td></tr> <tr><td>PO-1</td></tr> <tr><td>PO-2</td></tr> <tr><td>PO-3</td></tr> <tr><td>PO-4</td></tr> <tr><td>PO-5</td></tr> </table> | P.O | PO-1 | PO-2 | PO-3 | PO-4 | PO-5 |
| P.O | | | | | | | |
| 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="margin-left: 20px; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">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></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><td></td></tr> <tr><td>PO-2</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><td></td><td></td></tr> <tr><td>PO-3</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><td></td><td></td></tr> <tr><td>PO-4</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><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></td><td></td><td></td><td></td><td></td><td></td><td></td><td></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 This course is a theoretical study and skills training within the scope of fashion industry business management, including: convection and custom made production, implementation of project workshops, marketing and financial administration management. Lectures are carried out using synchronous and asynchronous methods via the Google Meet, WA and Google Classroom platforms. An individual approach that focuses on online guided training based on project-based learning to hone students' psychomotor skills in making mass products and being able to evaluate them.

| References | <p>Main :</p> <ol style="list-style-type: none"> Gerry Cooklin. 2004. Introduction To Clothing Manufacture. UK. Blackwell Publishing. George R. Terry, Lislle W. Rue, Dasar-DasarManajemen, alihbahasa GA. Ticoalu, BumiAksara ,Jakarta, 2013. Jeannet A. jarrow . 1997. Inside Fashion Bussiness. new York . Harper & Row. Sharon Lee Tate. 2004. Inside fashion Design. New york. Harper& Row. _____ FashionBusiness. New york. Harper & Row. RyanAriefiansyah & Miyosi margi Utami. 2012. Harga Pokok Penjualan. New Agogos. Jakarta. ThamrinAbdullah, Francius Tantri. 2014. ManajemnPemasaran. Raja Grafindo, Persena. Jakarta. <p>Supporters:</p> |
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Supporting lecturer Prof. Dr. Marniati, S.E., M.M.
 Drs. Ec. Mein Kharnolis, 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) |

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|----|---|--|---|--|--|--|-----|
| 1 | Understand the basic concepts of fashion business management | <ol style="list-style-type: none"> 1. Define fashion business management 2. Get to know the types of fashion businesses. 3. Explain the principles of fashion business management 4. Explain the procedures for managing a fashion business | Criteria: 0-100 Form of Assessment : Project Results Assessment / Product Assessment | Presentation of material 3 X 50 | | Material: basic concepts of fashion business Reference: <i>_____FashionBusiness. New York. Harper & Row.</i> | 2% |
| 2 | Understand Administrative management | Explain the meaning of administrative and financial management in the business sector | Criteria: 0-100 Form of Assessment : Project Results Assessment / Product Assessment | Presentation of material 3 X 50 | | Material: Business management Bibliography: <i>George R. Terry, Lislie W. Rue, Management Basics, GA translation. Ticoalu, Bumi Aksara, Jakarta, 2013. 3. Jeannet A. Jarow. 1997. Inside Fashion Business. New York. Harper & Row. 4. Sharon Lee Tate. 2004. Inside fashion Design. New York. Harper & Row.</i> | 2% |
| 3 | Understand marketing management. | <ol style="list-style-type: none"> 1. Explain the meaning of marketing management. 2. Identifying goals and marketing. 3. Put forward a marketing strategy. 4. Applying online and offline marketing. | Criteria: 0-100 Form of Assessment : Project Results Assessment / Product Assessment | Presentation of material 3 X 50 | | Material: Marketing Literature: <i>ThamrinAbdullah, Francius Tantri. 2014. Marketing Management. Raja Grafindo, Persena. Jakarta.</i> | 2% |
| 4 | | <ol style="list-style-type: none"> 1. Understand the basic concepts of industrial garments 2. Analyze the industrial garment production process 3. Understand industrial garment production planning | Criteria: 1-100 Form of Assessment : Project Results Assessment / Product Assessment | Presentation of material 3 X 50 | | Material: garment production/convection business management References: <i>George R. Terry, Lislie W. Rue, Management Basics, GA translation. Ticoalu, Bumi Aksara, Jakarta, 2013. 3. Jeannet A. Jarow. 1997. Inside Fashion Business. New York. Harper & Row. 4. Sharon Lee Tate. 2004. Inside fashion Design. New York. Harper & Row.</i> | 2% |
| 5 | Planning business production in the convection clothing sector | <ol style="list-style-type: none"> 1. Understand making industrial/convection garment proposals 2. Understand industrial/convection garment business processes 3. Analyze product material and cost planning 4. Analyze market research and fashion trends | Criteria: 0-100 Form of Assessment : Project Results Assessment / Product Assessment | Asynchronous and synchronous via the gomeet, goclassroom, WA platforms. 3 X 50 | | Material: Garment industry Reader: <i>Gerry Cooklin. 2004. Introduction To Clothing Manufacturing. UK. Blackwell Publishing.</i> | 5% |
| 6 | Carrying out industrial/convection garment production | <ol style="list-style-type: none"> 1. Making designs and planning 2. Design creation 3. Laying the pattern on the material and cutting the material 4. Sewing process | Criteria: 0-100 Form of Assessment : Portfolio Assessment | Practice making 3 X 50 products | | Material: Garment business proposal Reader: <i>Gerry Cooklin. 2004. Introduction To Clothing Manufacturing. UK. Blackwell Publishing.</i> | 5% |
| 7 | Carry out production and marketing of industrial/convection garment products | <ol style="list-style-type: none"> 1. Skilled in finishing clothes 2. Skilled in carrying out quality control 3. Skilled in packaging 4. Skilled in marketing | Criteria: 0-100 Form of Assessment : Portfolio Assessment | Synchronous via the gomeet platform and asynchronous via WA, goclassroom 3 X 50 | | Material: Production planning Reader: <i>Gerry Cooklin. 2004. Introduction To Clothing Manufacturing. UK. Blackwell Publishing.</i> | 5% |
| 8 | UTS | | | 3 X 50 | | | 20% |
| 9 | Producing clothing using an industrial garment system | <ol style="list-style-type: none"> 1. Understand business processes in the fashion/custom made business sector 2. Skilled in planning designs and materials for custom made products 3. Skilled in making custom made fashion products | Criteria: 0-100 Form of Assessment : Portfolio Assessment | Project based learning 3 X 50 | | Material: garment practice Library: <i>_____FashionBusiness. New York. Harper & Row.</i> | 5% |
| 10 | Prepare a Business Plan Proposal related to fashion production using an industrial garment system | <ol style="list-style-type: none"> 1. Planning patterns and cutting materials 2. Skilled in sewing custom made products 3. Skilled in pressing 4. Skilled in making packaging | Criteria: scale 1-4 Form of Assessment : Portfolio Assessment | Problem based learning 3 X 50 | | Material: Garment business practices (continued) References: <i>_____FashionBusiness. New York. Harper & Row.</i> | 5% |

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|----|---|--|--|---|--|--|-----|
| 11 | Business planning in the form of training courses in the fashion sector | 1. Analyze learning planning with the course curriculum 2. Understand the module creation process | Criteria: 0-100 Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment | Problem based learning 3 X 50 | | Material: garment business practices (continued) References: <i>FashionBusiness. New York. Harper & Row.</i> | 5% |
| 12 | Business implementation takes the form of training courses in the fashion sector | Skilled in providing courses in the fashion sector | Criteria: 0-100 Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment | project based learning 3 X 50 | | Material: garment business practice (continued) Library: <i>FashionBusiness. New York. Harper & Row.</i> | 5% |
| 13 | Preparation of convection and custom made financial reports | 1. Analyzing business financial reports in the clothing sector 2. Skilled in making financial reports | Criteria: 0-100 Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment | Project base learning 3 X 50 | | Material: assessment of practical results Reference: <i>FashionBusiness. New York. Harper & Row.</i> | 2% |
| 14 | Making financial reports for training courses in the fashion sector | 1. Analyzing business financial reports in the clothing sector 2. Skilled in making financial reports | Criteria: 0-100 Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment | Project base learning 3 X 50 | | Material: assessment of practical results Reference: <i>FashionBusiness. New York. Harper & Row.</i> | 2% |
| 15 | Evaluate business practice activities in the clothing sector in the form of convection, custom made, and training courses | 1. Analyze the results of business activities in the fashion sector 2. Evaluate financial results in the fashion sector | Criteria: 0-100 Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practical Assessment | Presentation of business results in the clothing sector 3 X 50 | | Material: product assessment Reference: <i>FashionBusiness. New York. Harper & Row.</i> | 0% |
| 16 | UAS | | | | | | 30% |

Evaluation Percentage Recap: Project Based Learning

| No | Evaluation | Percentage |
|----|---|------------|
| 1. | Participatory Activities | 4.68% |
| 2. | Project Results Assessment / Product Assessment | 15.68% |
| 3. | Portfolio Assessment | 15% |
| 4. | Practical Assessment | 4.68% |
| | | 40.04% |

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%.

12. TM=Face to face, PT=Structured assignments, BM=Independent study.