



**Universitas Negeri Surabaya
Faculty of Languages and Arts
Fine Arts Undergraduate Study Program**

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																																	
Arts Management and Art Market	9020102092	Compulsory Study Program Subjects	T=2 P=0 ECTS=3.18	4	July 16, 2024																																																	
AUTHORIZATION		SP Developer	Course Cluster Coordinator	Study Program Coordinator																																																		
		Muchlis Arif, S.Sn., M.Sn.	Dra. Indah Chrysanti Angege, M.Sn.																																																		
Learning model	Case Studies																																																					
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																					
	PLO-6	Detailing theoretical concepts, principles and procedures by applying creative thinking in creating works of art based on contextual problems																																																				
	Program Objectives (PO)																																																					
	PO - 1	Prepare event proposals, carry out events until transactions																																																				
	PLO-PO Matrix																																																					
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 5px;">P.O</td> <td style="padding: 5px;">PLO-6</td> </tr> <tr> <td style="padding: 5px;">PO-1</td> <td style="padding: 5px;"></td> </tr> </table>				P.O	PLO-6	PO-1																																														
P.O	PLO-6																																																					
PO-1																																																						
	PO Matrix at the end of each learning stage (Sub-PO)																																																					
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2" style="padding: 5px;">P.O</td> <td colspan="16" style="text-align: center; padding: 5px;">Week</td> </tr> <tr> <td style="padding: 5px;">1</td><td style="padding: 5px;">2</td><td style="padding: 5px;">3</td><td style="padding: 5px;">4</td><td style="padding: 5px;">5</td><td style="padding: 5px;">6</td><td style="padding: 5px;">7</td><td style="padding: 5px;">8</td><td style="padding: 5px;">9</td><td style="padding: 5px;">10</td><td style="padding: 5px;">11</td><td style="padding: 5px;">12</td><td style="padding: 5px;">13</td><td style="padding: 5px;">14</td><td style="padding: 5px;">15</td><td style="padding: 5px;">16</td> </tr> <tr> <td style="padding: 5px;">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> </table>				P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																						
PO-1																																																						
Short Course Description	contains teaching about the meaning and understanding of art management, related to organizing, planning, production, various marketing characteristics of art products, evaluation, and building relationships and ends with making conventional and digital art marketing proposals.																																																					
References	Main :																																																					
	1. James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Manajemen, Jilid I dan II; Total Quality Manajemen (TQM); Gilbert. 2001, 2. Rhenald Kasali. 1992. Manajemen Periklanan . Jakarta: Pustaka Utama Grafiti																																																					
	Supporters:																																																					
Supporting lecturer	Muchlis Arif, S.Sn., M.Sn.																																																					
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	Understand the meaning and understanding of art management and the art market	- Understand and understand the meaning of arts management. and art markets	Criteria: Answers, less capable, capable, and very capable in accuracy of answers Form of Assessment : Project Results Assessment / Product Assessment	Online, Lectures, Discussions, and 2 X 50 Resumes		Material: meaning and understanding of art management, and the art market Readers: James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,	5%
2	Understand the meaning and understanding of art management and the art market	- Understand and understand the meaning of arts management. and art markets	Criteria: Answers, less capable, capable, and very capable in accuracy of answers Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance	Online, Lectures, Discussions, and 2 X 50 Resumes		Material: meaning and understanding of art management, and the art market Readers: James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,	5%
3	In organizations, the aspects studied are the basics of management, including the management process, management theory, the flow of behavior, the organizational environment, and the natural environment of the organization	- Recognize the basics of management in general - Able to describe the basics of management - Able to know management theory in basic organizations	Criteria: The assessment options and evaluation results are discussed, from each group with the criteria: less capable, capable, very capable. Form of Assessment : Participatory Activities, Practice/Performance	Presented paper assignment. group 1 2 X 50		Material: Understanding of the basics of management, including management processes, management theory, behavioral flow, organizational environment, and the natural environment of organizations. References: James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,	5%

4	In organizations, the aspects studied are the basics of management, including management processes, management theory, behavioral flow, organizational environment, and the environment within the organization	- Recognize the basics of management in general - Able to describe the basics of management - Able to know management theory in basic organizations	<p>Criteria: The criteria for observing the manuscripts discussed are: less capable, capable, and very capable</p> <p>Form of Assessment : Participatory Activities</p>	- Discussion lectures, paper assignments presented. Group 2 2 X 50		<p>Material: Understanding of the basics of management, including management processes, management theory, behavioral flow, organizational environment, and the natural environment of organizations.</p> <p>References: <i>James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,</i></p>	5%
5	Understand production management and marketing characteristics	Can understand production management and marketing characteristics	<p>Criteria: Criteria resulting from observations of the manuscripts being discussed: less capable, capable, and very capable</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions, paper assignments presented. Group, 3 2 X 50		<p>Material: knowledge of production management and marketing characteristics</p> <p>Reader: <i>James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,</i></p>	5%
6	Understand production management and marketing characteristics	Can understand production management and marketing characteristics	<p>Criteria: The criteria resulting from observations of the manuscripts that are discussed are: less able, capable, and very capable and are presented in the form of numbers</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions, paper assignments presented. Group.4 2 X 50		<p>Material: understanding of production management and marketing characteristics</p> <p>References: <i>James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,</i></p>	5%

7	Able to carry out evaluations and develop relationships	Get to know how to evaluate and build relationships	<p>Criteria: The criteria resulting from observations of the manuscripts discussed are: less able, capable, and very capable, which are presented in the form of numbers</p> <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	Lectures, discussions, paper assignments, presentations to groups of 5 2 X 50		<p>Material: About how to evaluate and develop relationships. References: <i>James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,</i></p>	5%
8	UTS	Can understand the social and ethical responsibilities of the designs and works created	<p>Criteria: assessment of descriptions of answers to written test questions in numerical form</p> <p>Forms of Assessment : Participatory Activities, Practice/Performance, Tests</p>	Written test 2 X 50		<p>Material: Knowledge of social and ethical responsibility for designs and works made. References: <i>James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,</i></p>	15%
9	Able to make plans/design proposals	Able to implement Able to make marketing plans/designs in the form of proposals	<p>Criteria: The form of assessment is in the form of a description of less capable, capable, and very capable, presented in the form of numbers</p> <p>Form of Assessment : Practice / Performance</p>	Lectures, discussions, paper assignments, group presentations 6 2 X 50		<p>Material: Knowledge about how to plan/draft a proposal form . References:</p>	5%
10	Able to make plans/design proposals	- Able to implement Able to make marketing plans/designs in the form of proposals	<p>Criteria: The assessment is in the form of a description of less capable, capable and very capable which is presented in the form of numbers</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions, paper assignments, presentations to groups of 2 X 50		<p>Material: Knowledge about how to plan/draft a proposal form Reader: <i>Rhenald Kasali. 1992. Advertising Management. Jakarta: Graffiti Main Library</i></p>	5%
11	Able to make plans/design proposals	Able to implement Able to make marketing plans/designs in the form of proposals	<p>Criteria: The assessment is in the form of a description of less capable, capable, and very capable, presented in the form of numbers</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions, paper assignments, presentations to groups of 2 X 50		<p>Material: Knowledge about how to plan/draft a proposal form Reader: <i>Rhenald Kasali. 1992. Advertising Management. Jakarta: Graffiti Main Library</i></p>	5%

12	Able to make plans/design proposals	Able to implement Able to make marketing plans/designs in the form of proposals	Criteria: The assessment is in the form of a description of less capable, capable, and very capable, presented in the form of numbers Form of Assessment : Participatory Activities	Lectures, discussions, paper assignments, group presentations 9 2 X 50		Material: Knowledge about how to plan/draft a proposal form Reader: <i>Rhenald Kasali. 1992. Advertising Management. Jakarta: Graffiti Main Library</i>	5%
13	Able to make plans/design proposals	Able to implement Able to make marketing plans/designs in the form of digital proposals related to the Covid-19 pandemic conditions	Criteria: The assessment is in the form of a description of less capable, capable, and very capable, presented in the form of numbers Form of Assessment : Participatory Activities	Lectures, discussions, paper assignments, presentations to groups of 10 2 X 50		Material: Knowledge about how to plan/draft a proposal form Reader: <i>Rhenald Kasali. 1992. Advertising Management. Jakarta: Graffiti Main Library</i>	5%
14	Able to make plans/design digital proposals related to the Covid-19 pandemic	Able to implement Able to make marketing plans/designs in the form of digital proposals related to the Covid-19 pandemic situation	Criteria: The assessment is in the form of a description of less capable, capable, and very capable, presented in the form of numbers Form of Assessment : Participatory Activities	Lectures, discussions, paper assignments, presentations to groups of 11 2 X 50		Material: Knowledge about how to plan/draft a proposal form Reader: <i>Rhenald Kasali. 1992. Advertising Management. Jakarta: Graffiti Main Library</i>	5%
15	Able to make plans/design digital proposals related to the Covid-19 pandemic	Able to implement Able to make marketing plans/designs in the form of digital proposals related to the Covid-19 pandemic situation	Criteria: The assessment is in the form of a description of less capable, capable, and very capable, presented in the form of numbers Form of Assessment : Participatory Activities	Lectures, discussions, paper assignments, presentations to groups of 11 2 X 50		Material: Knowledge about how to plan/draft a proposal form Reader: <i>Rhenald Kasali. 1992. Advertising Management. Jakarta: Graffiti Main Library</i>	5%
16	UAS	able to answer written test questions	Criteria: The form of assessment is in the form of a description of less capable, capable, and very capable, presented in the form of numbers Form of Assessment : Participatory Activities, Tests	answer the 2 X 50 written test questions		Material: Knowledge of social and ethical responsibility for designs and works made. References: <i>James AF Stoner, R. Edward Freeman, Daniel R. Gilbert Jr. 1996. Management, Volumes I and II; Total Quality Management (TQM); Gilbert. 2001,</i> Material: Knowledge about how to plan/draft a proposal form Reader: <i>Rhenald Kasali. 1992. Advertising Management. Jakarta: Graffiti Main Library</i>	15%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	62.5%
2.	Project Results Assessment / Product Assessment	7.5%
3.	Practice / Performance	17.5%
4.	Test	12.5%
		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.
4. **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.