



**Universitas Negeri Surabaya**  
**Faculty of Languages and Arts**  
**Fine Arts Undergraduate 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	9020103062	Compulsory Study Program Subjects	T=2 P=0 ECTS=3.18	3	July 16, 2024																																																																													
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>		<b>Study Program Coordinator</b>																																																																													
	Muchlis Arif, S.Sn., M.Sn.		.....		Dra. Indah Chrysanti Angge, M.Sn.																																																																													
<b>Learning model</b>	Project Based Learning																																																																																	
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																																																	
	<b>PLO-6</b>	Detailing theoretical concepts, principles and procedures by applying creative thinking in creating works of art based on contextual problems																																																																																
	<b>Program Objectives (PO)</b>																																																																																	
	<b>PO - 1</b>	· Students have the skills to develop creative businesses																																																																																
	<b>PO - 2</b>	· Students are able to create and carry out business plans independently.																																																																																
	<b>PLO-PO Matrix</b>																																																																																	
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>P.O</td> <td colspan="5">PLO-6</td> </tr> <tr> <td>PO-1</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> </tr> </table>					P.O	PLO-6					PO-1						PO-2																																																															
P.O	PLO-6																																																																																	
PO-1																																																																																		
PO-2																																																																																		
<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																																		
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2">P.O</td> <td colspan="16">Week</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td> </tr> <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> </table>															P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																
P.O	Week																																																																																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																																																		
PO-1																																																																																		
PO-2																																																																																		
<b>Short Course Description</b>	Understanding the concept of entrepreneurship in an effort to develop an entrepreneurial spirit, namely the ability to motivate oneself to be able to sense business opportunities, create services, production, marketing, partnerships and management, as well as being able to improve problem solving skills in business																																																																																	
<b>References</b>	<b>Main :</b>																																																																																	
	1. Hendro. 2011. Dasar-Dasar Kewirausahaan. Jakarta: Erlangga. 2. Setiawan. Toni. 2012. Entrepreneurship. Jakarta: Oryza. 3. Wijandi, Soesarsono. 1997. Pengantar Kewiraswastaan. Jakarta: Sinar Baru Algensindo. 4. Tim. 2016. Kewirausahaan. Surabaya: University press. 5. Utomo, Kurniawan P., et al. DASAR MANAJEMEN DAN KEWIRAUSAHAAN . CV WIDINA MEDIA UTAMA, 2021.																																																																																	
	<b>Supporters:</b>																																																																																	
	1. <a href="https://www.gramedia.com/literasi/wirausaha/">https://www.gramedia.com/literasi/wirausaha/</a>																																																																																	
<b>Supporting lecturer</b>	Muchlis Arif, S.Sn., M.Sn. Ika Anggun Camelia, S.Pd., M.Pd.																																																																																	
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>		<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																																																																											
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																																																													
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																																																																											

1	Analyze the application of entrepreneurship in everyday life.	<ol style="list-style-type: none"> <li>1.Explain the entrepreneurial perspective.</li> <li>2.Analyze the differences between entrepreneurs, entrepreneurs, and inventors.</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.entrepreneurship discussion</li> <li>2.presentation</li> </ol> <p><b>Forms of Assessment :</b></p> Participatory Activities, Portfolio Assessment, Tests	Questions and answers, discussions, lectures 2 X 50		<p><b>Material:</b> introduction to entrepreneurship <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> introduction to entrepreneurship <b>Reader:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p> <p><b>Material:</b> introduction to entrepreneurship <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> introduction to entrepreneurship <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p>	5%
2	Analyze the application of entrepreneurship in everyday life	<ol style="list-style-type: none"> <li>1.Explain the qualities and characteristics of successful entrepreneurs</li> <li>2.Entrepreneurs are born, molded or environment</li> <li>3.Explain the benefits of studying entrepreneurship</li> </ol>	<p><b>Criteria:</b></p> discussion about entrepreneurship	Questions and answers, discussions, lectures 2 X 50		<p><b>Material:</b> qualities and characteristics of successful entrepreneurs <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> qualities and characteristics of successful entrepreneurs <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> qualities and characteristics of successful entrepreneurs <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> qualities and characteristics of successful entrepreneurs <b>Reader:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p>	5%

3	Analyze creativity and innovation related to entrepreneurship in the surrounding environment	<ol style="list-style-type: none"> <li>1. Defining the meaning of creativity in entrepreneurship</li> <li>2. Basics of creative thinking</li> <li>3. Define the meaning of innovation</li> <li>4. Analyze the principles of innovation</li> </ol>	<p><b>Criteria:</b> discussion of business innovation</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Questions and answers and discussion 2 X 50		<p><b>Material:</b> understanding creativity in entrepreneurship <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> understanding and definition of creativity in entrepreneurship <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> meaning and definition of creativity in entrepreneurship <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> understanding creativity in entrepreneurship. <b>Reference:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p>	5%
4	Analyze creativity and innovation related to entrepreneurship in the surrounding environment	<ol style="list-style-type: none"> <li>1. Identify product innovation</li> <li>2. Describe the adoption process of innovation</li> </ol>	<p><b>Criteria:</b> discussion of product innovation</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	questions and answers and discussion 2 X 50		<p><b>Material:</b> product innovation <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> product innovation <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> product innovation <b>Reader:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p> <p><b>Material:</b> product innovation <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i></p>	5%

5	Problem solving soft skills	1. Have knowledge of financial management 2. Able to make decisions and analyze the consequences of decisions	<b>Criteria:</b> 1. business analysis 2. business plan presentation  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Questions and answers and discussion Practice completing the 2 X 50 worksheet		<b>Material:</b> Soft skills for problem solving <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i>  <b>Material:</b> Soft skills problem solving <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i>  <b>Material:</b> Soft skills problem solving <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i>  <b>Material:</b> Problem solving soft skills <b>Reader:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i>	5%
6	Problem solving soft skills	Able to solve problems in business.	<b>Criteria:</b> problem analysis discussion  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Practice solving 2 X 50 work problems		<b>Material:</b> Soft skills problem solving <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i>  <b>Material:</b> Soft skills for problem solving <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i>  <b>Material:</b> Soft skills problem solving <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i>  <b>Material:</b> Problem solving soft skills <b>Reader:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i>	5%

7	Marketing Management	<ol style="list-style-type: none"> <li>1. Conduct SWOT analysis</li> <li>2. Understand marketing concepts</li> <li>3. Explain the development and role of marketing</li> </ol>	<p><b>Criteria:</b> presentation of SWOT results</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Discussion Questions and answers Complete the 2 X 50 worksheet		<p><b>Material:</b> Marketing management <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> Marketing management <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> Marketing management <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> Marketing management <b>Bibliography:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p>	5%
8	Marketing management and business promotion	<ol style="list-style-type: none"> <li>1. Create a marketing plan</li> <li>2. Develop promotional strategies</li> </ol>	<p><b>Criteria:</b> PRESENTATION PLAN</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	2 X 50		<p><b>Material:</b> Marketing management and business promotion <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> Marketing management and business promotion <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> Marketing management and business promotion <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> Marketing management and business promotion <b>Reader:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p>	5%
9	Understand meeting material 1-8	Able to answer UTS questions/assignments	<p><b>Criteria:</b> WRITING TEST</p> <p><b>Form of Assessment :</b> Test</p>	Assignment 2 X 9		<p><b>Material:</b> Entrepreneurship <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p>	10%

10	Analyze and apply small businesses in everyday life	<ol style="list-style-type: none"> <li>1.The goal of becoming an entrepreneur</li> <li>2.Definition of small business</li> <li>3.Types of small businesses</li> <li>4.Start a small business</li> <li>5.Problems facing small businesses</li> <li>6.Reasons for business failure</li> </ol>	<p><b>Criteria:</b> DISCUSSION OF PROBLEMS</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	field study for small businesses 2 X 50		<p><b>Material:</b> Definition and types of small businesses <b>Reference:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> Definition and types of small businesses <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> Definition and types of small businesses <b>Reference:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p> <p><b>Material:</b> Definition and types of small businesses <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i></p>	5%
11	Analyze and apply small businesses in everyday life	<ol style="list-style-type: none"> <li>1.Practice reading business opportunities</li> <li>2.Make a SWOT analysis of small businesses that have been observed.</li> </ol>	<p><b>Criteria:</b> BUSINESS ANALYSIS RESULTS</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Discussion, completing the 2 X 50 worksheet		<p><b>Material:</b> Making a SWOT analysis of a small business <b>Reader:</b> <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> Making a SWOT analysis of a small business <b>References:</b> <i>Team. 2016. Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> Making a SWOT analysis of a small business <b>Reader:</b> <i>Hendro. 2011. Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> Making a SWOT analysis of a small business. <b>Reader:</b> <i>Wijandi, Soesarsono. 1997. Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p>	5%

12	Carry out innovations from the results of analysis of small businesses	Create innovations and prepare business plans.	<p><b>Criteria:</b> DISCUSSION</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Discussion, working on the 2 X 50 worksheet		<p><b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Team. 2016. <i>Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Hendro. 2011. <i>Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Setiawan. Tony. 2012. <i>Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> innovation in preparing business plans. <b>Bibliography:</b> Wijandi, Soesarsono. 1997. <i>Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p>	5%
13	Carry out innovations from the results of analysis of small businesses.	Present the business plan that has been prepared.	<p><b>Criteria:</b> PRESENTATION</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Presentations, discussions. 2 X 50		<p><b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Team. 2016. <i>Entrepreneurship. Surabaya: University press.</i></p> <p><b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Hendro. 2011. <i>Basics of Entrepreneurship. Jakarta: Erlangga.</i></p> <p><b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Setiawan. Tony. 2012. <i>Entrepreneurship. Jakarta: Oryza.</i></p> <p><b>Material:</b> innovation in preparing business plans. <b>Bibliography:</b> Wijandi, Soesarsono. 1997. <i>Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i></p>	5%

14	Carrying out exercises for intrapreneurship from the results of the business plan.	Apply the business plan that has been prepared.	<b>Criteria:</b> GROUP PRACTICE  <b>Form of Assessment :</b> Practice / Performance	Discussion and questions and answers regarding the implementation of the business plan. 2 X 50		<b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Team. 2016. <i>Entrepreneurship. Surabaya: University press.</i>  <b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Hendro. 2011. <i>Basics of Entrepreneurship. Jakarta: Erlangga.</i>  <b>Material:</b> innovation in preparing business plans. <b>Bibliography:</b> Wijandi, Soesarsono. 1997. <i>Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i>  <b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Setiawan. Tony. 2012. <i>Entrepreneurship. Jakarta: Oryza.</i>	5%
15	Carrying out exercises for intrapreneurship from the results of the business plan prepared.	Responsible for implementing the business plan that has been created.	<b>Criteria:</b> PRESENTATION  <b>Form of Assessment :</b> Practice / Performance	Report presentation. 2 X 50		<b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Team. 2016. <i>Entrepreneurship. Surabaya: University press.</i>  <b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Hendro. 2011. <i>Basics of Entrepreneurship. Jakarta: Erlangga.</i>  <b>Material:</b> innovation in preparing business plans. <b>Bibliography:</b> Wijandi, Soesarsono. 1997. <i>Introduction to Entrepreneurship. Jakarta: Sinar Baru Algensindo.</i>  <b>Material:</b> innovation in preparing business plans. <b>Reader:</b> Setiawan. Tony. 2012. <i>Entrepreneurship. Jakarta: Oryza.</i>	5%



16	Skilled in preparing business plans.	Prepare a business plan for PMW/PKMK.	<b>Criteria:</b> PRESENTATION  <b>Form of Assessment :</b> Test	Discussion, question and answer, consultation. 2 X 50		<b>Material:</b> business plan <b>References:</b> Team. 2016. <i>Entrepreneurship</i> . Surabaya: University press.  <b>Material:</b> business plan <b>References:</b> Team. 2016. <i>Entrepreneurship</i> . Surabaya: University press.  <b>Material:</b> business plan <b>Reader: Hendro.</b> 2011. <i>Basics of Entrepreneurship</i> . Jakarta: Erlangga.  <b>Material:</b> business plan <b>References:</b> Wijandi, Soesarsono. 1997. <i>Introduction to Entrepreneurship</i> . Jakarta: Sinar Baru Algensindo.  <b>Material:</b> business plan <b>Reader:</b> Setiawan. Tony. 2012. <i>Entrepreneurship</i> . Jakarta: Oryza.	20%
----	--------------------------------------	---------------------------------------	---	--	--	--	-----

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	1.67%
2.	Project Results Assessment / Product Assessment	55%
3.	Portfolio Assessment	1.67%
4.	Practice / Performance	10%
5.	Test	31.67%
		100%

#### 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** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities 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.