



Universitas Negeri Surabaya
Faculty of Engineering,
Cosmetology Education Undergraduate Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date
Cosmetology Business Management	8321303081		T=3 P=0 ECTS=4.77	4	July 17, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator		Study Program Coordinator
		Nia Kusstianti, S.Pd., M.Pd.

Learning model	Project Based Learning																																																																																																				
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																																				
	PLO-3 Develop logical, critical, systematic and creative thinking in carrying out specific work in their field of expertise and in accordance with work competency standards in the field concerned																																																																																																				
	PLO-5 Applying a professional attitude as an educator and practitioner in the field of cosmetology which includes discipline, honesty, responsibility, ethics, ability to collaborate and communicate effectively																																																																																																				
	PLO-6 Skilled in designing and implementing learning tools in schools by prioritizing local wisdom and regional culture																																																																																																				
	PLO-8 Creation of competency skills in the field of make-up including: Skin make-up, hair make-up, bridal make-up, and entrepreneurial insight																																																																																																				
	Program Objectives (PO)																																																																																																				
	PO - 1 Students are able to explain the meaning and basic concepts of Cosmetology business management: understanding Cosmetology business management, planning, marketing and bookkeeping																																																																																																				
	PO - 2 Students are able to explain and have the knowledge and skills to plan a business for beauty salon, spa, beauty class and mobile services																																																																																																				
	PO - 3 Students are able to explain and have the knowledge and skills to create promotions using ON Line and other print media																																																																																																				
	PO - 4 Students have the ability and skills to do make-up entrepreneurship in the form of beauty salons, beauty courses and mobile salons																																																																																																				
	PLO-PO Matrix																																																																																																				
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Short Course Description	Course Description Provides knowledge and trains skills in managing a Cosmetology business including; basic concepts of marketing, administration and financial business management. planning beauty salon, spa, beauty class and mobile services.
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References	Main :	<ol style="list-style-type: none"> 1. Referensi : 1. George R. Terry, Lislie W. Rue, 2013 Dasar-DasarManajemen, alihbahasa GA. Ticoalu, Jakarta. BumiAksa 2. Philip kotler & Gary amstrong. 2008. Prinsi-prinsip pemasaran. Jakarta. Airlangga. 3. Thamrin Abdullah, Francius Tantri. 2014. Manajemen Pemasaran . Raja Grafindo, Persena. Jakarta. 2. 2. Rodney Overton. 2004.Are you an entrepreneur: Jakarta: PT. Elex Media Komputindo 3. 3. Tarsis Tarmui. 2002.Prinsip-prinsip Wirusaha. Liberty : Yogyakarta 					
	Supporters:	<ol style="list-style-type: none"> 1. 1. Thamrin Abdullah, Francius Tantri. 2014. Manajemen Pemasaran. Raja Grafindo, Persena. Jakarta 2. 2. Philip kotler & Gary amstrong. 2008. Prinsi-prinsip pemasaran. Jakarta. Airlangga 					
	Supporting lecturer	Sri Dwiyantri, S.Pd., M.PSDM. Dindy Sinta Megasari, S.Pd., M.Pd. Nur Ilahi Anjani, S.Ked., M.Kes.					
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	Have the ability to describe the concepts of makeup business management	<ol style="list-style-type: none"> 1.a. Explain the meaning of makeup business management concepts 2.b. Explain the objectives of managing a makeup business 3.c. Explain the types of make-up businesses 	Criteria: Attachments & Essays Form of Assessment : Participatory Activities		Video conferences, lectures, discussions and assignments 2x50		5%
2	Have the ability to master knowledge about makeup business management	<ol style="list-style-type: none"> 1.a. Explaining makeup business management 2.b. Explain the characteristics of a make-up business 3.c. Distinguish between types of make-up businesses 	Criteria: Attachments & Essays Form of Assessment : Participatory Activities		Videoconferences, lectures, discussions and assignments 2x50		5%
3	Have the ability to master knowledge about administrative management	<ol style="list-style-type: none"> 1.a. Explain the meaning of administrative management 2.b. Explain the objectives and benefits of administrative management 3.c. Explains HRD administration and financial administration 4.d. Explains piecework, daily and monthly payroll systems 	Criteria: Attachments & Essays Form of Assessment : Participatory Activities		Videoconferences, demonstrations, lectures, discussions and job sheet assignments, 2x5 videos		10%

4	Have the ability to master knowledge about marketing	<ol style="list-style-type: none"> 1.a. Explain the meaning of marketing management 2.b. Explains goals and marketing 3.c. Explain marketing strategy 4.d. Explain the promotion system 	Form of Assessment : Participatory Activities		Videoconferences, demonstrations, lectures, discussions and assignments 2x50		10%
5	Have the ability to master knowledge about makeup business proposals	<ol style="list-style-type: none"> 1.a. Explain business planning based on business type 2.b. Determine the type of makeup business 3.c. Make a make-up business plan 4.d. Prepare a proposal or business plan 	Form of Assessment : Participatory Activities, Practice/Performance		Videoconferences, lectures, discussions and assignments for preparing a 2x50 business plan		10%
6	Have the ability to manage business plans based on the type of cosmetology business	<ol style="list-style-type: none"> 1.a. Manage a make-up/salon business. 2.b. Manage a beauty class business. 3.c. Manage a mobile cosmetology business 	Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance		Video conferences, lectures, discussions and assignments Preparing business plans for salon businesses, beauty courses and mobile salons 2x50		10%
7	Have the ability to manage business plans based on the type of cosmetology business	<ol style="list-style-type: none"> 1.a. Manage a make-up/salon business. 2.b. Manage a beauty class business. 3.c. Manage a mobile cosmetology business 	Forms of Assessment : Participatory Activities, Portfolio Assessment, Practice / Performance		Video conferences, lectures, discussions and assignments Preparing business plans for salon businesses, beauty courses and mobile salons 2x50		10%
8			Form of Assessment : Test	UTS 2 X 50	UTS 2x50		5%
9	Have the ability to manage a beauty salon business	<ol style="list-style-type: none"> 1.a. Work according to plan 2.b. Carrying out QC 3.c. Evaluate the program 	Criteria: Ability to manage a salon business Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practice / Performance	Salon business practice 2x50			5%
10	Have the ability to manage a beauty salon business	<ol style="list-style-type: none"> 1.a. Work according to plan 2.b. Carrying out QC 3.c. Evaluate the program 	Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practice / Performance	Salon business practice 2x50			5%

11	Have the ability to manage a beauty salon business	1.a. Work according to plan 2.b. Carrying out QC 3.c. Evaluate the program	Criteria: 5 Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practice / Performance	Salon business practice 2x50			5%
12	Manage beauty class & mobile services	1.a. Make preparations for beauty class. 2.b. Organizing beauty classes	Criteria: Ability to manage a mobile salon business Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practice / Performance	Practice beauty class and mobile salon 2 X 50			5%
13	Manage beauty class & mobile services	1.a. Make preparations for beauty class. 2.b. Organizing beauty classes	Criteria: Ability to manage a mobile salon business Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practice / Performance	Practice beauty class and mobile salon 2 X 50			5%
14	Planning & Managing Mobile salon	1.a. Arrange planned services in the mobile salon 2.b. make brochures 3.c. implementing a mobile salon 4.d. create implementation reports	Criteria: ability to manage a mobile salon business Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practice / Performance	Mobile salon practice 2 X 50			5%
15	Planning & Managing Mobile salon	1.a. Arrange planned services in the mobile salon 2.b. make brochures 3.c. implementing a mobile salon 4.d. create implementation reports	Criteria: ability to manage a mobile salon business Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Practical Assessment, Practice / Performance	Mobile salon practice 2 X 50			5%
16				UAS			5%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	40.83%
2.	Project Results Assessment / Product Assessment	11.25%
3.	Portfolio Assessment	14.58%
4.	Practical Assessment	8.75%
5.	Practice / Performance	19.58%
6.	Test	5%
		99.99%

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.