



**Universitas Negeri Surabaya  
Faculty of Economics and Business  
Bachelor of Management Study Program**

Document Code

**SEMESTER LEARNING PLAN**

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date
Entrepreneurship Practice	6120102132	Compulsory Study Program Subjects	T=2 P=0 ECTS=3.18	6	July 18, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
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**Learning model** Project Based Learning

Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																																																			
<b>PLO-14</b>	(PLO 1) Graduates are able to master management theory as a whole																																																																																																																			
Program Objectives (PO)																																																																																																																				
<b>PO - 1</b>	C6. Students are able to implement business plans correctly in business practice.																																																																																																																			
<b>PO - 2</b>	C5. Students are able to choose the right Information Technology in business plan practice.																																																																																																																			
<b>PO - 3</b>	P4. Students are able to develop appropriate strategies in managing a business																																																																																																																			
<b>PO - 4</b>	A4. Students are able to adhere to the character of faith, intelligence, independence, honesty, caring and resilience in Advanced Entrepreneurship learning																																																																																																																			
PLO-PO Matrix																																																																																																																				
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																																																				
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**Short Course Description** This course contains concepts and implementing business plans that have been created by referring to the concepts of Business Starting Strategy, Salesmanship, Business Performance Measurement, and Business Plans. The learning methods used in entrepreneurship practice courses are discussions, assignments, direct learning, simulations, cooperative learning, group investigations, integrated work learning (Co-op), and entrepreneurship practices.

**References**

**Main :**

1. Tim Kewirausahaan Unesa. 2016. Kewirausahaan. UNIPRESS. Surabaya
2. Tim Kewirausahaan FE Unesa 2015. Kewirausahaan. UNIPRESS. Surabaya
3. Kaplan, Robert S. 2010. Conceptual Foundation of The Balance Scorecard. Working Paper. Harvard Business School. Harvard University :10-0744.
4. David, Fred R. 2011. Manajemen Strategik: Konsep. Jakarta: Salemba Empat
5. Robinson & Pearce. 2008. Manajemen Strategik Edisi 10 Jakarta : Salemba Empat
6. Cravens, David W. & Nigel F. Peary. 2006. Strategic Marketing, 8 th edition. McGraw-Hill.

**Supporters:**

Supporting lecturer							
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	Formulate a Strategy for Starting a Business	<ol style="list-style-type: none"> <li>1. Differentiate between forms of business</li> <li>2. Identify the advantages and disadvantages of business forms</li> <li>3. Formulate techniques and strategies for starting a business</li> </ol>	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Discussion and Assignment 2 X 50		<b>Material:</b> strategies for starting a business <b>Reference:</b> <i>Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i> <hr/> <b>Material:</b> strategies for starting a business <b>Reference:</b> <i>Unesa FE Entrepreneurship Team 2015. Entrepreneurship. UNIPRESS. Surabaya</i>	5%
2	Salesmanship	<ol style="list-style-type: none"> <li>1. Describe the concepts and elements in selling</li> <li>2. Mention the character of the seller's requirements</li> <li>3. Mention the types of buyers</li> <li>4. Review the sales process</li> </ol>	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Direct Learning Model and 2 X 50 Simulation		<b>Material:</b> salesmanship <b>Reference:</b> <i>Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i> <hr/> <b>Material:</b> salesmanship <b>Reference:</b> <i>Unesa FE Entrepreneurship Team 2015. Entrepreneurship. UNIPRESS. Surabaya</i> <hr/> <b>Material:</b> salesmanship <b>Bibliography:</b> <i>Cravens, David W. &amp; Nigel F. Percy. 2006. Strategic Marketing, 8 th edition. McGraw-Hill.</i>	2%
3	Evaluation of Business Performance Measurements	<ol style="list-style-type: none"> <li>1. Analyze financial reports</li> <li>2. Analyzing break even point analysis</li> <li>3. Analyze cash flow</li> </ol>	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	2 X 50 Direct Learning Model		<b>Material:</b> business performance <b>Reference:</b> <i>Unesa Entrepreneurship Team. 2016. Entrepreneurship. UNIPRESS. Surabaya</i> <hr/> <b>Material:</b> performance measurement <b>Reference:</b> <i>Kaplan, Robert S. 2010. Conceptual Foundation of The Balance Scorecard. Working Papers. Harvard Business School. Harvard University :10-0744.</i>	2%

4	Analyze business plans	<ol style="list-style-type: none"> <li>1.Able to formulate a business plan</li> <li>2.Able to prepare marketing plans</li> <li>3.Able to prepare HR plans</li> <li>4.Able to prepare operational plans</li> <li>5.Able to draw up a financial plan</li> </ol>	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	2 X 50 cooperative learning model			2%
5	Learn to work integrated (internship) in MSMEs	Exploring business practices in MSMEs	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Group Investigation 2 X 50 learning model			2%
6	Learn to work integrated (internship) in MSMEs	Exploring business practices in MSMEs	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Group Investigation 2 X 50 learning model			3%
7	Learn to work integrated (internship) in MSMEs	Exploring business practices in MSMEs	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Group Investigation 2 X 50 learning model			2%
8	Final Semester Examination (UAS)		<b>Form of Assessment :</b> Test	2 X 50			20%
9	Carrying out Field Practice	<ol style="list-style-type: none"> <li>1.Prepare sponsorship proposals</li> <li>2.Identify business problems</li> <li>3.Planning an entrepreneurial event</li> </ol>	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Out Class 2 X 50			5%
10	Carrying out Field Practice	<ol style="list-style-type: none"> <li>1.Prepare sponsorship proposals</li> <li>2.Identify business problems</li> <li>3.Planning an entrepreneurial event</li> </ol>	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Out Class 2 X 50			2%
11	Carrying out Field Practice	<ol style="list-style-type: none"> <li>1.Prepare sponsorship proposals</li> <li>2.Identify business problems</li> <li>3.Planning an entrepreneurial event</li> </ol>	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Out Class 2 X 50			5%
12	Carrying out Field Practice	<ol style="list-style-type: none"> <li>1.Prepare sponsorship proposals</li> <li>2.Identify business problems</li> <li>3.Planning an entrepreneurial event</li> </ol>	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Out Class 2 X 50			5%

13	Carrying out Field Practice	1.Prepare sponsorship proposals 2.Identify business problems 3.Planning an entrepreneurial event	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Out Class 2 X 50		5%
14	Carrying out Field Practice	1.Prepare sponsorship proposals 2.Identify business problems 3.Planning an entrepreneurial event	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Out Class 2 X 50		5%
15	Learn to work integrated (internship) in MSMEs	Exploring business practices in MSMEs	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Group Investigation 2 X 50 learning model		5%
16	FINAL SEMESTER EXAMINATION (UAS)		<b>Form of Assessment :</b> Test	2 X 50		30%

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Project Results Assessment / Product Assessment	50%
2.	Test	50%
		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** 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.