



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																																																																		
Introduction to Business	6120103106	Management	T=3 P=0 ECTS=4.77	1	June 1, 2022																																																																		
AUTHORIZATION	SP Developer		Course Cluster Coordinator		Study Program Coordinator																																																																		
	Rosa Prafitri Juniarti, S.E., M.S.M.		Yessy Artanti, S.E., M.Si.		Yuyun Isbanah, S.E., M.SM.																																																																		
Learning model	Case Studies																																																																						
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																						
	PLO-14	(PLO 1) Graduates are able to master management theory as a whole																																																																					
	Program Objectives (PO)																																																																						
	PO - 1	Students are able to properly study business theories																																																																					
	PO - 2	Students are able to formulate a comprehensive business plan to develop an entrepreneurial leadership spirit.																																																																					
	PLO-PO Matrix																																																																						
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>P.O</td> <td>PLO-14</td> </tr> <tr> <td>PO-1</td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> </tr> </table>				P.O	PLO-14	PO-1		PO-2																																																													
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PO Matrix at the end of each learning stage (Sub-PO)																																																																							
	<table border="1" style="margin-left: auto; margin-right: auto;"> <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> <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																
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PO-2																																																																							
Short Course Description	The Introduction to Business course discusses general business concepts in the global era with business risks and returns that must be faced by business people, types of business and forms of Business Entities, Business Plans and the business environment which can be described in SWOT analysis, the concept of Business Ethics and Social Responsibility from business people, management and organizational concepts as well as business aspects in the fields of marketing, operations, human resources and finance which are then combined into a management information system. The lecture method is carried out using presentations, discussions and observations to UKM.																																																																						
References	Main :																																																																						
	<ol style="list-style-type: none"> 1. Griffin, Ricky . 2003. Pengantar Bisnis. Jakarta: Prehalindo. 2. Pride , Hughes dan Jack R. Kapoor . 2014. PengantarBisnis. Jakarta: Salemba Empat. 3. Porter, Micheal . 2001. Strategi Bersaing, Teknik Menganalisis Industri, dan Pesaing . Jakarta: Erlangga. 4. Nickels, Mc.Hugh . 2014. Understanding Business 8 th , Mc.Graw-Hill Education (Asia) 5. Kenneth C.Loudon dan Jane P. Loudon . 2014. Management Information Systems: managing digital firm . New Jersey: Pearson. 																																																																						
	Supporters:																																																																						
Supporting lecturer	Dra. Hj. Anik Lestari Andjarwati, M.M. Dr. Punwohandoko, M.M. Dr. Nadia Asandimitra Haryono, S.E., M.M. Dr. Yessy Artanti, S.E., M.Si. Nindria Untarini, S.E., M.Si. Tias Andarini Indarwati, S.E., M.M. Monika Tiarawati, S.E., M.M. Khoirur Rozaq, S.E.Sy., M.M. Fandi Fatoni, S.Pd., M.SM. Muhammad Husain, S.Pd., M.M. Syaifurrizal Wijaya Putra, S.E., M.M. Dr. Riedel Paulus Jacobis, S.E., M.M. Muhammad Rizky Ramadhan, BBus., MITHM.																																																																						
Week-	Final abilities of each learning	Evaluation	Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]																																																																		
					Assessment Weight (%)																																																																		

	stage (Sub-PO)	Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Understand business concepts in the era of globalization	1. Accuracy in examining the world of business and global business. 2. Accuracy in examining ethics and social responsibility	Form of Assessment : Participatory Activities	Discussion, Lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 1: Prepare a summary in the form of a paper about the business environment. 3 X 50		Material: Basic Concepts of Business and Globalization Reference: Griffin, Ricky. 2003. <i>Introduction to Business.</i> Jakarta: Prehalindo.	4%
2	Describe business risk & return	Students are able to properly examine the business environment.	Form of Assessment : Participatory Activities	Discussion, Lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 1: Prepare a summary in the form of a paper about the business environment. 3 X 50		Material: Basic Concepts of Business and Globalization Reference: Griffin, Ricky. 2003. <i>Introduction to Business.</i> Jakarta: Prehalindo.	3%
3	Identifying the Company's Business Environment	1. Accuracy in examining the form of ownership of the organization.	Criteria: Criteria: Holistic rubric Non-test form: Exemplifies business ownership and entrepreneurship Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 2: Find examples of each business ownership and entrepreneurship and write them in table form. 3 X 50		Material: Business Ownership and Entrepreneurship Reader: Griffin, Ricky. 2003. <i>Introduction to Business.</i> Jakarta: Prehalindo.	3%
4	Distinguish the characteristics of each 13 types of business with their business scale & form of business entity	1.1. Accuracy in examining the form of ownership of the organization. 2.2. Accuracy in examining MSMEs, entrepreneurship, franchises	Criteria: Criteria: Holistic rubric Non-test form: Exemplifies business ownership and entrepreneurship Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 2: Find examples of each business ownership and entrepreneurship and write them in table form. 3 X 50		Material: Business Ownership and Entrepreneurship Reader: Griffin, Ricky. 2003. <i>Introduction to Business.</i> Jakarta: Prehalindo.	4%
5	Understand the concept of management and organizational governance	1.1. Accuracy in reviewing management processes. 2.2. Accuracy in examining parts of the organization.	Criteria: 1.Criteria: Holistic rubric 2.Non-test form: Drawing up a SWOT analysis. Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 3: Observe MSMEs around your residence and prepare a SWOT analysis in the form of a poster. 3 X 50		Material: Business Ownership and Entrepreneurship Reader: Griffin, Ricky. 2003. <i>Introduction to Business.</i> Jakarta: Prehalindo.	3%

6	Identify SWOT analysis	1.1. Accuracy in reviewing management processes 2.2. Accuracy in examining parts of the organization	Criteria: Criteria: Holistic rubric Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 3: Observe MSMEs around your residence and prepare a SWOT analysis in the form of a poster. 3 X 50		Material: Business Ownership and Entrepreneurship Reader: <i>Griffin, Ricky. 2003. Introduction to Business. Jakarta: Prehalindo.</i>	2%
7	Understand the concept of Ethics and Corporate Social Responsibility	1.1. Accuracy in reviewing management processes. 2.2. Accuracy in examining parts of the organization.	Criteria: Criteria: Holistic rubric Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 3: Observe MSMEs around your residence and prepare a SWOT analysis in the form of a poster. 3 X 50		Material: Business Ownership and Entrepreneurship Reader: <i>Griffin, Ricky. 2003. Introduction to Business. Jakarta: Prehalindo.</i>	4%
8	Midterm exam		Form of Assessment : Test	3 X 50			15%
9	Applying Marketing Aspects in business activities	1.1. Accuracy in reviewing human resource activities. 2.2. Accuracy of studying motivation theory.	Criteria: Criteria: Holistic rubric Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 4: Prepare a summary in the form of a paper about human resources and marketing. 3 X 50		Material: Human Resources and Marketing Reference: <i>Griffin, Ricky . 2003. Introduction to Business. Jakarta: Prehalindo.</i>	5%
10	Applying Operational Aspects in business activities	1.1. Accuracy in reviewing human resource activities 2.2. Accuracy of studying motivation theory.	Criteria: 1.Criteria: Holistic rubric 2.Non-test form: Summarizing lecture material Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 4: Prepare a summary in the form of a paper about human resources and marketing. 3 X 50			4%
11	Human Resources aspects in business activities	1.1. Accuracy in reviewing social media & e-business. 2.2. accuracy of reviewing management and accounting information systems	Criteria: 1.Criteria: Holistic rubric 2.Non-test form: Summarizing lecture material Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 5: Prepare a summary in the form of a paper about information, accounting and finance. 3 X 50		Material: Principles of information systems, accounting and finance. References: <i>Griffin, Ricky . 2003. Introduction to Business. Jakarta: Prehalindo.</i>	5%

12	Apply financial and accounting aspects in business activities	1.1. Accuracy in reviewing social media & e-business. 2.2. accuracy of reviewing management and accounting information systems. 3.3. Accuracy in reviewing financial management.	Criteria: 1.Criteria: Holistic rubric 2.Non-test form: Summarizing lecture material Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 5: Prepare a summary in the form of a paper about information, accounting and finance. 3 X 50		Material: Principles of information systems, accounting and finance. References: <i>Griffin, Ricky . 2003. Introduction to Business. Jakarta: Prehalindo.</i>	3%
13	Describes SIM in the business realm	1.1. Accuracy in reviewing social media & e-business. 2.2. accuracy of reviewing management and accounting information systems	Criteria: 1.Criteria: Holistic rubric 2.Non-test form: Summarizing lecture material Form of Assessment : Participatory Activities	discussion, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 5: Prepare a summary in the form of a paper about information, accounting and finance. 3 X 50		Material: Principles of information systems, accounting and finance. References: <i>Griffin, Ricky . 2003. Introduction to Business. Jakarta: Prehalindo.</i>	4%
14	Develop a Business Plan Concept for the company's business aspects	Identify four aspects of the company's business: HR aspects, Marketing aspects, Financial aspects, and Operational aspects	Criteria: 1.Criteria: Holistic rubric 2.Non-test form: Drawing up a business plan Form of Assessment : Participatory Activities, Practice/Performance	discussions, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 6: Observe MSMEs around your residence and prepare a business plan for these MSMEs. Task 6: Observe the MSMEs around the place of residence and compile a business plan for the MSMEs. 3 X 50		Material: Business Plan Reader: <i>Griffin, Ricky . 2003. Introduction to Business. Jakarta: Prehalindo.</i>	6%
15	Develop a Business Plan Concept for the company's business aspects	1. Accuracy in formulating a business plan	Criteria: 1.Criteria: Holistic rubric 2.Non-test form: Drawing up a business plan Form of Assessment : Participatory Activities	discussions, lectures Google Classroom (discussion) (discussion) Google Meet (lecture) (lecture) Task 6: Observe MSMEs around your residence and prepare a business plan for these MSMEs. Task 6: Observe the MSMEs around the place of residence and compile a business plan for the MSMEs. 3 X 50		Material: Business Plan Reader: <i>Griffin, Ricky . 2003. Introduction to Business. Jakarta: Prehalindo.</i>	5%
16	Final exams		Form of Assessment : Test	3 X 50			30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	52%
2.	Practice / Performance	3%

3.	Test	45%
		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.