



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
Marketing Management Seminar	6120103147	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	7	July 17, 2024
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator	
		Dra. Hj. Anik Lestari Andjarwati, M.M	Dr. Yessy Artanti, SE., M.Si.			Yuyun Isbanah, S.E., M.SM.	

Learning model	Project Based Learning																																																																																																																				
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																																																				
	PLO-14	(PLO 1) Graduates are able to master management theory as a whole																																																																																																																			
	Program Objectives (PO)																																																																																																																				
	PO - 1	C2. Students are able to explain the development of the latest management theories in a comprehensive manner.																																																																																																																			
	PO - 2	C4. Students are able to relate articles that are appropriate to the chosen research topic.																																																																																																																			
	PO - 3	C6. Students are able to make a pre-thesis proposal according to the guidelines																																																																																																																			
	PO - 4	A5. Students are able to show honest and critical character in conveying information and compiling scientific articles, both from books and research results.																																																																																																																			
	PLO-PO Matrix																																																																																																																				
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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;"> <thead> <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> </thead> <tbody> <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> <tr><td>PO-3</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-4</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> </tbody> </table>																P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																	PO-3																	PO-4																
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Short Course Description Able to utilize ICT to search for information and learning resources that support the preparation of scientific articles in the fields of Human Resources/Finance/Marketing/HR/Finance management, reviewing research results in the fields of Human Resources/Finance/Marketing/HR/Finance management, basics of making Scientific articles in Human Resources Management/Finance/Marketing/HR/Finance Able to communicate ideas in scientific forums/seminars both as a resource person and seminar participant, strategic decisions based on data and information (including the results of input/ideas/ideas from colleagues/references) and provide ideas for choosing various alternative solutions, an honest and critical attitude in conveying information and compiling scientific articles, both from books and research results. Able to use ICT to browse information and learning resources that support the preparation of scientific articles in the field of Human Resources management/Finance/Marketing/HR/Finance, reviewing research results in the field of Human Resources management/Finance/Marketing/HR/ Finance, the basics of making scientific articles in Human Resources management/Finance/Marketing/HR/Finance Able to communicate ideas in scientific forums/seminars both as resource persons and seminar participants, strategic decisions based on data and information (including the results of input /ideas/ideas of colleagues/references) and provide ideas for choosing various alternative solutions honest and critical attitude in conveying information and compiling scientific articles both from books and research results

References	Main :	<ol style="list-style-type: none"> Creswell, J W . 2014. Research Design: qualitative, quantitative, and mixed methods approaches 4rd Edition . New Jersey: Pearson Prentice Hall. Tim. 2018. Buku Panduan Penulisan Skripsi S-1 . Surabaya: Unesa University Press. Ferdinand, Augusty. 2014. Metode Penelitian Manajemen. Semarang: BP Universitas Diponegoro. Artikel dari jurnal internasional dan jurnal nasional terakreditasi (minimal SINTA 3)
	Supporters:	<ol style="list-style-type: none"> Jurnal-jurnal yang dilanggan Unesa Kotler, Philip & Kevin L. Keller. 2016. Marketing Management 15 Global Edition. Essex, England: Pearson Education Limited. Brigham, Eugene F. and Joel F. Houston. 2018. Dasar-dasar Manajemen Keuangan. Jakarta: Salemba Empat. Robbins, Stephen P. & Timothy A. Judge. 2018. Essentials of Organizational Behavior Global Edition-Fourteenth Edition. England: Pearson Education Limited.

Supporting lecturer		Widyastuti, S.Si., M.Si.					
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	Able to understand and summarize various financial management theories and current financial issues and research approaches/methods used to research them	<p>1.1.1. Explain again about theories in financial management</p> <p>2.2.1 Able to understand policies in company financial management</p> <p>3.1.3. Able to explain research methods/approaches in the field of marketing/HR/Finance.</p>	<p>Criteria: Holistic</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Assignment to read literature and listen to students' explanations 9 X 50		<p>Material: 1.1. Able to explain the general theory of marketing/HR/Finance 1.2. Able to explain the latest issues in the marketing/HR/Finance sector. 1.3. Able to explain research methods/approaches in the field of marketing/HR/Finance. Bibliography: <i>Kotler, Philip & Kevin L. Keller. 2016. Marketing Management 15 Global Edition. Essex, England: Pearson Education Limited.</i></p> <p>Material: 1.1. Able to explain the general theory of marketing/HR/Finance 1.2. Able to explain the latest issues in the marketing/HR/Finance sector. 1.3. Able to explain research methods/approaches in the field of marketing/HR/Finance. Bibliography: <i>Brigham, Eugene F. and Joel F. Houston. 2018. Basics of Financial Management. Jakarta: Salemba Empat.</i></p> <p>Material: 1.1. Able to explain again the general theory of marketing/HR/Finance 1.2. Able to explain the latest issues in the marketing/HR/Finance sector. 1.3. Able to explain research methods/approaches in the field of marketing/HR/Finance. Bibliography: <i>Robbins, Stephen P. & Timothy A. Judge. 2018. Essentials of Organizational Behavior Global Edition-Fourteenth Edition. England: Pearson Education Limited.</i></p>	5%

2	Able to understand and summarize various financial management theories and current financial issues and research approaches/methods used to research them	<p>1.1.1. Explain again about theories in financial management</p> <p>2.2.1 Able to understand policies in company financial management</p> <p>3.1.3. Able to explain research methods/approaches in the field of marketing/HR/Finance.</p>	<p>Criteria: Holistic</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Assignment to read literature and listen to students' explanations 9 X 50		<p>Material: 1.1. Able to explain the general theory of marketing/HR/Finance 1.2. Able to explain the latest issues in the marketing/HR/Finance sector. 1.3. Able to explain research methods/approaches in the field of marketing/HR/Finance. Bibliography: Kotler, Philip & Kevin L. Keller. 2016. <i>Marketing Management 15 Global Edition</i>. Essex, England: Pearson Education Limited.</p> <p>Material: 1.1. Able to explain the general theory of marketing/HR/Finance 1.2. Able to explain the latest issues in the marketing/HR/Finance sector. 1.3. Able to explain research methods/approaches in the field of marketing/HR/Finance. Bibliography: Brigham, Eugene F. and Joel F. Houston. 2018. <i>Basics of Financial Management</i>. Jakarta: Salemba Empat.</p> <p>Material: 1.1. Able to explain again the general theory of marketing/HR/Finance 1.2. Able to explain the latest issues in the marketing/HR/Finance sector. 1.3. Able to explain research methods/approaches in the field of marketing/HR/Finance. Bibliography: Robbins, Stephen P. & Timothy A. Judge. 2018. <i>Essentials of Organizational Behavior Global Edition-Fourteenth Edition</i>. England: Pearson Education Limited.</p>	10%
3	Able to explain the concept of scientific thinking including writing scientific papers, scientific guidelines, and so on	Able to explain the concept of scientific thinking	<p>Criteria: holistic rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Assignment to read literature, summaries and student presentations			5%
4	Able to summarize the various research approaches in marketing/HR/Finance research used to research it	Able to explain the types of research approaches in marketing/HR/Finance research	<p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Project-based learning 3 X 50		<p>Material: Able to explain the concept of scientific thinking. Reference: Creswell, JW. 2014. <i>Research Design: qualitative, quantitative, and mixed methods approaches 4th Edition</i>. New Jersey: Pearson Prentice Hall.</p> <p>Material: Able to explain the concept of scientific thinking Reader: Ferdinand, Augusty. 2014. <i>Management Research Methods</i>. Semarang: BP Diponegoro University.</p>	5%

5	Explaining problems, research gaps, and research gap phenomena	1.Explain the research problem 2.Explain research research gaps	Criteria: Holistic Form of Assessment : Project Results Assessment / Product Assessment	Review and present the results of the review of 6 X 50 scientific articles		Material: Able to study scientific articles from management/business journals according to topics of interest. Literature: <i>Articles from international journals and accredited national journals (minimum SINTA 3)</i> Material: Able to study scientific articles from management/business journals according to topics of interest. References: <i>Creswell, JW. 2014. Research Design: qualitative, quantitative, and mixed methods approaches 4th Edition. New Jersey: Pearson Prentice Hall.</i> Material: Able to study scientific articles from management/business journals according to topics of interest. Reader: <i>Ferdinand, Augusty. 2014. Management Research Methods. Semarang: BP Diponegoro University.</i>	5%
6		Identify theories that are relevant to the research gap	Form of Assessment : Project Results Assessment / Product Assessment	review articles 3x50			5%
7		Identify theories that are relevant to the research gap	Form of Assessment : Project Results Assessment / Product Assessment	review articles 3x50			5%
8	midterm exam	Meeting assessment indicators 1-7	Criteria: journal mapping results Form of Assessment : Project Results Assessment / Product Assessment	assignment collection and UTS 3 X 50			10%

9	Able to create and present Chapter 1 of a draft research proposal	9.1. Able to prepare a draft proposal 10.1. able to present and explain the initial draft of proposal 11.1. Able to present and explain the initial draft of the proposal	Form of Assessment : Project Results Assessment / Product Assessment	Assignment to prepare a draft proposal for chapter 1 and class presentation. 9 X 50		<p>Material: Able to create and present Chapter 1 of a draft research proposal References: <i>Journals subscribed to by Unesa</i></p> <hr/> <p>Material: Able to create and present Chapter 1 draft research proposal Reader: <i>Team. 2018. Undergraduate Thesis Writing Guidebook. Surabaya: Unesa University Press.</i></p> <hr/> <p>Material: Able to create and present Chapter 1 of a draft research proposal. Reference: <i>Ferdinand, Augusty. 2014. Management Research Methods. Semarang: BP Diponegoro University.</i></p> <hr/> <p>Material: Able to create and present Chapter 1 of a draft research proposal. References: <i>Articles from international journals and accredited national journals (minimum SINTA 3)</i></p>	0%
10	Able to create and present Chapter 1 of a draft research proposal	9.1. Able to prepare a draft proposal 10.1. able to present and explain the initial draft of proposal 11.1. Able to present and explain the initial draft of the proposal		Assignment to prepare a draft proposal for chapter 1 and class presentation. 9 X 50		<p>Material: Able to create and present Chapter 1 of a draft research proposal References: <i>Journals subscribed to by Unesa</i></p> <hr/> <p>Material: Able to create and present Chapter 1 draft research proposal Reader: <i>Team. 2018. Undergraduate Thesis Writing Guidebook. Surabaya: Unesa University Press.</i></p> <hr/> <p>Material: Able to create and present Chapter 1 of a draft research proposal. Reference: <i>Ferdinand, Augusty. 2014. Management Research Methods. Semarang: BP Diponegoro University.</i></p> <hr/> <p>Material: Able to create and present Chapter 1 of a draft research proposal. References: <i>Articles from international journals and accredited national journals (minimum SINTA 3)</i></p>	0%

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12	Able to create and present Chapter 2 draft research proposal	1.Prepare Chapter 2 draft research proposal 2.Presents Chapter 2 of the research proposal draft	Form of Assessment : Project Results Assessment / Product Assessment	Assignment to prepare a draft proposal for chapter 2 and class presentation. 6 X 50		<p>Material: Assignment to prepare a draft proposal for chapter 2 and class presentation. Library: <i>Journals subscribed to by Unesa</i></p> <p>Material: Assignment to prepare a draft proposal for chapter 2 and class presentation. Bibliography: <i>Articles from international journals and accredited national journals (minimum SINTA 3)</i></p> <p>Material: Assignment to prepare a draft proposal for chapter 2 and class presentation. Bibliography: <i>Ferdinand, Augusty. 2014. Management Research Methods. Semarang: BP Diponegoro University.</i></p>	10%

13	Able to create and present Chapter 2 draft research proposal	1.Prepare Chapter 2 draft research proposal 2.Presents Chapter 2 of the research proposal draft	Form of Assessment : Project Results Assessment / Product Assessment	Assignment to prepare a draft proposal for chapter 2 and class presentation. 6 X 50		<p>Material: Assignment to prepare a draft proposal for chapter 2 and class presentation. Library: Journals subscribed to by Unesa</p> <hr/> <p>Material: Assignment to prepare a draft proposal for chapter 2 and class presentation. Bibliography: Articles from international journals and accredited national journals (minimum SINTA 3)</p> <hr/> <p>Material: Assignment to prepare a draft proposal for chapter 2 and class presentation. Bibliography: Ferdinand, Augusty. 2014. <i>Management Research Methods</i>. Semarang: BP Diponegoro University.</p>	10%
14	Create and present chapter 3 of the research proposal draft	1.able to compose chapter 3 2.Able to explain chapter 3 of the research proposal		Assignment to prepare a draft proposal for chapter 3 and class presentation. 6 X 50		<p>Material: Create and present chapter 3 of the draft research proposal. References: Creswell, JW. 2014. <i>Research Design: qualitative, quantitative, and mixed methods approaches 4th Edition</i>. New Jersey: Pearson Prentice Hall.</p> <hr/> <p>Material: Create and present chapter 3 of the draft research proposal. Reference: Ferdinand, Augusty. 2014. <i>Management Research Methods</i>. Semarang: BP Diponegoro University.</p> <hr/> <p>Material: Create and present chapter 3 of the draft research proposal. References: Articles from international journals and accredited national journals (minimum SINTA 3)</p>	10%
15	Create and present chapter 3 of the research proposal draft	1.able to compose chapter 3 2.Able to explain chapter 3 of the research proposal	Form of Assessment : Project Results Assessment / Product Assessment	Assignment to prepare a draft proposal for chapter 3 and class presentation. 6 X 50		<p>Material: Create and present chapter 3 of the draft research proposal. References: Creswell, JW. 2014. <i>Research Design: qualitative, quantitative, and mixed methods approaches 4th Edition</i>. New Jersey: Pearson Prentice Hall.</p> <hr/> <p>Material: Create and present chapter 3 of the draft research proposal. Reference: Ferdinand, Augusty. 2014. <i>Management Research Methods</i>. Semarang: BP Diponegoro University.</p> <hr/> <p>Material: Create and present chapter 3 of the draft research proposal. References: Articles from international journals and accredited national journals (minimum SINTA 3)</p>	10%

16	FINAL EXAMS		Criteria: 1.collection of chapters 1-3 2.results seminar Form of Assessment : Project Results Assessment / Product Assessment, Test	3 X 50			20%
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Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	2.5%
2.	Project Results Assessment / Product Assessment	87.5%
3.	Test	10%
		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.