

Universitas Negeri Surabaya Faculty of Engineering, Mechanical Engineering Undergraduate Study Program

Document Code

SEMESTER LEARNING PLAN

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Courses				CODE		Course Fam	ily	Credit	Weigl	nt	SEMESTE	R	Compila	tion D	ate
Entreprei	neurship			2120102102		Compulsory Program Sut		T=2 F	P=0 E	CTS=3.18	5		October 3	3, 2022	2
AUTHOR	IZATION			SP Developer		i rogram ou		e Cluste	er Coo	rdinator	Study Pro	gram Coo	ordinator		
				Bellina Yunita:	sari, S.Si., M.Si		Bellina	Yunitas	ari, S.	Si., M.Si.	lr. F	riyo Heru	Adiwibow	ro, S.T.	., M.T.
Learning model	Project Ba	ased Le	earnin	g											
Program		dy prog	jram t	hat is charged	to the cours	e									
Learning Outcome			Work	independently a	nd in groups										
(PLO)	PLO-14		Scien	ice and enginee	ing knowledge										
	Program	Object	tives ((PO)											
	PLO-PO	Matrix		<u> </u>											
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Short Course Descript	which incl	ludes tl ent, as	ne abi well a	he concepts and lity to motivate as being able t ion.	oneself to be	able to seiz	e busine	ss oppo	rtunitie	es, create	services, pr	oduction,	marketing	g, part	nerships and
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	(Sub-PO)			Indicator	Criteria &		ffline(ffline)	On	line (c	online)					
(1)	(2)			(3)	(4)		(5)		(6)			(7)			(8)

1	Understanding The Entrepreneurial Perspective	 Define entrepreneur and entrepreneurship Describe types of entrepreneurial careers and lifestyles Understand entrepreneurs as problem solvers Explain current factors driving the growth of entrepreneurship Compare differences in entrepreneurial opportunities around the globe Define an entrepreneurial vision Develop a vision statement Explain what it means to have an entrepreneurial mindset. Describe what is meant by entrepreneurial spirit or passion 	Criteria: According to the Assessment Rubric Form of Assessment : Participatory Activities, Tests	Lectures, Discussions, Questions and Answers, Assignments 2 X 50	Lectures, Discussions, Questions and Answers, Assignments 2 X 50	Material: 1 The Entrepreneurial Perspective Introduction 1.1 Entrepreneuriship Today 1.2 Entrepreneurial Vision and Goals 1.3 The Entrepreneurial Mindset Bibliography: MICHAEL LAVERTY, ENTREPRENEURSHIP. OPENSTAX	5%
2	Understanding The Entrepreneurial Journey and Pathways	 Explain the entrepreneurial journey to explore and discover entrepreneurship as a career choice Identify the steps, decisions, and actions involved in the entrepreneurial journey Recognize the rewards and risks of the steps in the entrepreneurial journey Describe the evolution of entrepreneurship through American historical periods Understand the nine stages of the entrepreneurial life cycle Understand the nine stages of the entrepreneurship Describe methods for finding your personal path to entrepreneurship Identify common frameworks used to shape an entrepreneurial venture Compare how some frameworks better fit certain venture types Define an action plan ant identify tools available for creating an action plan Describe some common types of entrepreneurs 	Criteria: According to the Assessment rubric Form of Assessment : Test	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions 2 X 50	Material: 2 The Entrepreneurial Journey and Pathways Introduction 2.1 Overview of the Entrepreneurial Journey 2.2 The Process of Becoming an Entrepreneur 2.3 Entrepreneurial Pathways 2.4 Frameworks to Inform Your Entrepreneurial Path Reader: MICHAEL LAVERTY, ENREPRENEURSHIP. OPENSTAX	5%

3	The Ethical and Social Responsibilities of Entrepreneurs	 Develop the ability to identify ethical and legal issues Develop an approach to resolve ethical/legal dilemmas once identified Define and describe corporate social responsibility (CSR) and social entrepreneurship Identify types of social entrepreneurship identify types of social entrepreneurship ventures, and the key values accompanying them Describe workplace challenges in an entrepreneurial culture Distinguish between reactive and proaches to managing ethics Describe the foundations and framework of an organizational culture of ethical excellence Define the components of an ethical worknlace 	Criteria: According to the Assessment Rubric Form of Assessment : Test	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions	Material: 3 The Ethical and Social Responsibilities of Entrepreneurs Introduction 3.1 Ethical and Legal Issues in Entrepreneurship 3.2 Corporate Social Responsibility and Social Entrepreneurship 3.3 Developing a Workplace Culture of Ethical Excellence and Accountability Reference: MICHAEL LAVERTY, ENTREPRENEURSHIP. OPENSTAX	10%
4	Understanding The Creativity, Innovation, and Invention	workplace 1. Describe popular, well- supported, creative problem-solving methods Understand which innovation or problem- solving methods apply best in different settings Know where to look for emerging innovation practices, research, and tools 2. Distinguish between creativity, innovation, and invention Explain the difference between pioneering and incremental innovation, and which processes are best suited to each 3. Describe and apply the five stages of creativity Discuss innovation as a system for problem solving and much more Outline the sequence of steps in developing an invention	Criteria: According to the Assessment Rubric Form of Assessment : Participatory Activities, Tests	Lectures, Observations, Assignments, Discussions 2 x 50	Lectures, Observations, Assignments, Discussions 2 x 50	Material: 4 Creativity, Innovation, and Invention Introduction 4.1 Tools for Creativity and Innovation 4.2 Creativity, Innovation, and Invention: How They Differ 4.3 Developing Ideas, Innovations, and Inventions Library: MICHAEL LAVERTY, ENREPRENEURSHIP. OPENSTAX	5%

5	Identifying Entrepreneurial Opportunities	 Define entrepreneurial opportunity Discuss Joseph Schumpeter's theories of opportunity Identify key drivers of opportunity Describe opportunity Describe opportunity screening Identify common sources of research data Explain how to research and verify business opportunities Identify industry and consumer sources of opportunities Understand the elements of a competitive analysis Describe tools you can use to refine and focus your planning (three circles, SWOT, PEST) Recognize social media's role in saving time and money on research 	Criteria: According to the Assessment Rubric Form of Assessment : Participatory Activities	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions 2 X 50	Material: 5 Identifying Entrepreneurial Opportunity Introduction 5.1 Entrepreneurial Opportunity 5.2 Researching Potential Business Opportunities 5.3 Competitive Analysis Bibliography : <i>MICHAEL LAVERTY</i> , <i>ENTREPRENEURSHIP.</i> <i>OPENSTAX</i>	5%
		Understand how a business model helps determine the feasibility of an					
6	Problem Solving and Need Recognition Techniques	opportunity 1. Define problem solving in the context of entrepreneurship Describe and compare the adaptive model and the innovative model of problem solving Identify the skills entrepreneurs need for effective problem solving Identify types of problem solving Identify types of problem solving costibe the five steps in the creative problem-solving process. Identify and describe common creative problem-solving tools 3. Explain the design thinking process Discuss some design thinking tools 4. Discuss the lean process methodology Understand the phases of the lean problem- solving process.	Criteria: According to the Assessment rubric Form of Assessment : Test	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions 2 X 50	Material: 6 Problem Solving and Need Recognition Techniques Introduction 6.1 Problem Solving to Find Entrepreneurial Solutions 6.2 Creative Problem-Solving Process 6.3 Design Thinking 6.4 Lean Processes Library: MICHAEL LAVERTY, ENREPRENEURSHIP. OPENSTAX	10%

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7	Telling Your	 Clarify the vision 	Criteria:	Lectures,	Lectures,	Material: 7 Telling Your	10%
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		goals for your		2 X 50	2 X 50	7.2 Sharing Your Entrepreneurial	
		enterprise				Story 7.3 Developing Pitches for	
		Define and				Various Audiences and Goals 7.4	
		develop a				Protecting Your Idea and Polishing	
		problem-solution				the Pitch through Feedback 7.5	
		narrative that is				Reality Check: Contests and Competitions	
		compelling				Reader: MICHAEL	
		Define and				LAVERTY,ENTREPRENEURSHIP.	
		develop a value				OPENSTAX	
		proposition that				OI ENGIAX	
		is credible and					
		appealing to					
		customers and					
		investors					
		2.Identify the					
1		importance of					
		telling your own					
		story. Describe					
		the advantages					
		and					
		disadvantages of					
		using stories to					
		build a startup					
		3.Understand the					
		various					
		audiences an					
		entrepreneur					
		may pitch to and					
		how the pitch					
		goals vary for					
		each Define and					
		develop the key					
		elements of a					
		pitch Describe a					
		pitch deck and					
		pitfalls to avoid					
		Create and					
		create an					
		elevator pitch					
		4.Understand why					
		you need to					
		protect your					
		ideas Describe					
		both legal and					
1		unconventional					
		tools to keep					
		your ideas safe					
		Understand the					
		importance of					
		feedback and					
		how to manage					
		and use it					
		5.Identify					
		resources for					
		locating contests					
		and					
		competitions					
		Understand the					
		opportunities					
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9	Understanding The Entrepreneurial Finance and Accounting	 Distinguish between financing and accounting Describe common financing strategies for different stages of the company lifecycle: personal savings, personal loans, friends and family, crowdfunding, angel investors, venture capitalists, self- sustaining, private equity sales, and initial public offering Explain debt and equity financing and the advantages and disadvantages and disadvantages and disadvantages and disadvantages and disadvantages and disadvantages of each Identify funding strategies used by charitable organizations Describe financing opportunities available to startups Define bootstrapping Describe the advantages and disadvantages of bootstrapping Explain the accounting equation and define its parts (assets, liabilities, and equity) Define revenue, expenses, and income Understand the three primary financial statements: balance sheet, income statement of cash flows Understand how financial projections are made and how to use the run rate and the burn rate Understand how to create a break-even analysis 	Criteria: According to the Assessment Rubric Form of Assessment : Test	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions 2 X 50	Material: Entrepreneurial Finance and Accounting Introduction 9.1 Overview of Entrepreneurial Finance and Accounting Strategies 9.3 Accounting Basics for Entrepreneurs 9.4 Developing Startup Financial Statements and Projections Reader: MICHAEL LAVERTY, ENREPRENEURSHIP. OPENSTAX	5%
10	Launch for Growth to Success	1. Describe how businesses use lean startup principles to develop products and test markets Identify how the build-measure- learn method helps companies understand what potential customers want in a product Determine what a minimum viable product (MVP) is and explain why companies don't need to have a perfect product to launch Explain why companies need to learn to	Criteria: According to the Assessment Rubric Form of Assessment : Participatory Activities, Tests	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions 2 X 50	Material: 10 Launch for Growth to Success Introduction 10.1 Launching the Imperfect Business: Lean Startup 10.2 Why Early Failure Can Lead to Success Later 10.3 The Challenging Truth about Business Ownership 10.4 Managing, Following, and Adjusting the Initial Plan 10.5 Growth: Signs, Pains, and Cautions Reader: MICHAEL LAVERTY,ENTREPRENEURSHIP. OPENSTAX	5%

	construct a lean			
	pitch to investors			
	and potential			
	customers			
	Explain what			
	pivoting is and			
	when it is			
	necessary for			
	companies to			
	undertake			
	2.Determine			
	several reasons			
	for business			
	failure and			
	explore			
	strategies to			
	overcome them			
	Understand the			
	root of fear of			
	failure Learn to			
	spot signs of			
	fear of failure			
	and take steps			
	to overcome it			
	3.Explain the pros			
	and cons of			
	business			
	ownership			
	before you			
	launch			
	Understand			
	current trends in			
	entrepreneurship			
	in the US			
	Determine the			
	challenges			
	women face in			
	entrepreneurship			
	and what			
	resources they			
	can use to			
	overcome them			
	Determine the			
	challenges			
	minority			
	entrepreneurs			
	face and			
	resources			
	available for			
	them			
	4.Explain the			
	difference			
	between a			
	business plan			
	and a lean plan			
	Know how to			
	develop a lean			
	plan quickly and			
	accurately Run			
	the build-			
	measure-learn			
	loop			
	5.Determine the			
	life cycle of a			
	life cycle of a			
	business Identify			
	strategies to			
	manage the			
	main needs of			
	each life cycle			
	stage Explain			
	how businesses			
	grow and adapt			
	to changes in			
	their cycles			
	and cycles			

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11	Understanding The	1.Understand the	Criteria:	Lectures,	Lectures,	Material: 11 Business Model and	5%
	Business Model	importance of	According to the	Observations,	Observations,	Plan Introduction 11.1 Avoiding the	
	and Plan	planning	Assessment	Assignments,	Assignments,	"Field of Dreams" Approach 11.2	
		Understand the	Rubric	Discussions	Discussions	Designing the Business Model 11.3	
				2 X 50	2 X 50	Conducting a Feasibility Analysis	
		concepts of	Form of	27100	27.00	11.4 The Business Plan	
		product and	Assessment :			Bibliography: MICHAEL	
		service	Participatory			LAVERTY, ENTREPRENEURSHIP.	
		innovation, and	Activities			OPENSTAX	
		define and				OFENSIAX	
		understand key					
		business models					
		Describe and be					
		able to construct					
		a value					
		proposition for a					
		new business					
		idea (product or					
		service)					
		2.Define a					
		business model					
		and its purpose					
		Describe a					
		business model					
		canvas Describe					
		a lean model					
		canvas Describe					
		a social					
		business model					
		canvas					
		3.Describe the					
		purpose of a					
		feasibility					
		analysis					
		Describe and					
		develop the					
		parts of a					
		feasibility					
		analysis					
		Understand how					
		to apply					
		feasibility					
		outcomes to a					
		new venture					
		Describe the					
		different					
		purposes of a					
		business plan					
		Describe and					
		develop the					
		components of a					
		brief business					
		plan Describe					
		and develop the					
		components of a					
		full business					
		plan					
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12	Building Networks and Foundations	1.Define networking and describe its role	Criteria: According to the Assessment Rubric	Lectures, Observations, Assignments, Discussions	Lectures, Observations, Assignments, Discussions	Material: 12 Building Networks and Foundations Introduction 12.1 Building and Connecting to Networks 12.2 Building the	5%
		in entrepreneurship Describe networking opportunities Describe local and trade organization networking opportunities Identify non- profit and governmental agencies offering networking opportunities 2.Understand key resource needs for entrepreneurial ventures: accountant, attorney, banker/financial institution, insurance agent, and industry expert	Rubric	Discussions 2 X 50	Discussions 2 X 50	Networks 12.2 Building the Entrepreneurial Dream Team 12.3 Designing a Startup Operational Plan Bibliography: <i>MICHAEL</i> <i>LAVERTY, ENREPRENEURSHIP.</i> <i>OPENSTAX</i>	
13	Understanding The	Understand the value of developing a cross-functional team 3.Identify the major areas of operations management (money, methods, machines, people, and leadership) Develop a checklist of operational needs	Criteria:	lectures	Lectures	Material: 13 Business Structure	10%
	Understanding The Business Structure Options: Legal, Tax, and Risk Issues	 Understand why a business's purpose is an important role in the initial business structure decision Identify major types of business structures (corporation, LLC, partnership, sole proprietorship, joint venture) Distinguish between for- profit and not- for-profit purposes and structures Distinguish between for- profit and not- for-profit purposes and structures Distinguish between C Corporations, S Corporations, S Corporations Distinguish between privately and publicly held corporations are taxed Describe the ownership structure of a partnership pustucture of a joint venture Summarize the advantages and disadvantages of partnership and 	Criteria: According to the Assessment Rubric	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions 2 X 50	Material: 13 Business Structure Options: Legal, Tax, and Risk Issues Introduction 13.1 Business Structures: Overview of Legal and Tax Considerations 13.3 Partnerships and Joint Ventures 13.4 Limited Liability Companies 13.5 Sole Proprietorships 13.6 Additional Considerations: Capital Acquisition, Business Domicile, and Technology 13.7 Mitgating and Managing Risks Reference: MICHAEL LAVERTY, ENTREPRENEURSHIP. OPENSTAX	10%

	joint venture			
	structures			
	4.Describe the			
	ownership			
	structure of a			
	limited liability			
	company			
	Explain how			
	limited liability			
	companies are			
	taxed			
	Summarize the			
	advantages and			
	disadvantages of			
	the limited			
	liability company			
	structure			
	5.Describe the			
	ownership			
	structure of a			
	sole			
	proprietorship			
	Explain the			
	advantages and			
	disadvantages of			
	operating as a			
	sole proprietor			
	6.Describe the			
	capital			
	acquisition			
	opportunities			
	available to			
	different types of			
	business			
	structures			
	Explain how the			
	advantages and			
	disadvantages of			
	where a			
	business is			
	registered			
	should inform			
	the decision of			
	where to create			
	a business			
	domicile			
	Understand the			
	role technology			
	considerations			
	may play in			
	selecting a			
	business			
	structure			
	7.Explain			
	Enterprise Risk			
	Management			
	and how a			
	company uses it			
	Describe			
	litigation and			
	financial risks			
	Describe			
	common			
	insurance needs			
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14	Having Fundamentals of Resource Planning	 Distinguish between tangible and intangible resources Determine the venture's tangible and intangible resource needs and how to attain them Describe the various funding resources available to entrepreneurs and discuss the pros and cons of each Describe the components of the PEST framework (political, economic, sociocultural, and technological factors) Apply the PEST framework to assess resource needs Understand how to assess typical resource costs at startup Explain how resource dependence theory helps a venture grow Understand typical resource needs through the life cycle Describe the basic steps in securing human resources of educational and personal resources to the 	Criteria: According to the Assessment Rubric Form of Assessment : Test	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions 2 X 50	Material: 14 Fundamentals of Resource Planning Introduction 14.1 Types of Resources 14.2 Using the PEST Framework to Assess Resource Needs 14.3 Managing Resources over the Venture Life Cycle Bibliography: MICHAEL LAVERTY, ENREPRENEURSHIP. OPENSTAX	10%
		resources to the					
		entrepreneur					
	•	•	•	•	•		

15	Do The Next Steps	1.Explain the	Criteria:	Lectures,	Lectures, Observations	Material: 15 Next Steps	5%
		 LExplain the importance of creating and discussing the vision statement Determine the documents necessary for managing risks Describe company culture and the purpose of a code of conduct Summarize how to outline and schedule the operational steps of the launch Recognize that cognitive biases can sabotage the success of the venture Identify key problem indicators Distinguish the emotional components involved in difficult decisions Identify sources for assistance Explain the benefits provided through seeking assistance Compare tools to assist in deciding what advice to follow 	According to the Assessment Rubric	Discussions 2 X 50	Lectures, Observations, Assignments, Discussions	Material: 15 Next Steps Introduction 15.1 Launching Your Venture 15.2 Making Difficult Business Decisions in Response to Challenges 15.3 Seeking Help or Support Bibliography: MICHAEL LAVERTY, ENREPRENEURSHIP. OPENSTAX	270
16	Do The Next Steps	 Evaluate potential next steps after exiting the venture Explain the roles of mentors, consultants, and champions Examine the value of journaling and reflection Experiment with reflection as a daily habit 	Criteria: According to the Assessment Rubric	Lectures, Observations, Assignments, Discussions 2 X 50	Lectures, Observations, Assignments, Discussions 2 X 50	Material: 15.4 Now What? Serving as a Mentor, Consultant, or Champion 15.5 Reflections: Documenting the Journey Reader: MICHAEL LAVERTY,ENTREPRENEURSHIP. OPENSTAX	5%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	17.5%
2.	Test	57.5%
		75%

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.
- 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.
- 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
- 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.