



Universitas Negeri Surabaya Faculty of Economics and Business Islamic Economics Undergraduate Study Program

UNESA		Islan	nic Eco	nor	nic	s Uı	nde	rgr	adı	ıate	Stı	udy	Pro	gra	m					
			SE	ME	ST	ER	LE	EAF	RNI	NG	PI	_AI	N							
Courses			CODE				С	ourse	Fam	ily	Cred	lit We	ight		SEI	MESTI	ΕR	Cor	npilat e	ion
Introduction t	o Business		602020304	10			S	ompu tudy F	rogra	ım	T=3	P=0	ECT	S=4.77		1		Mai 202	ch 23,	
AUTHORIZAT	ION		SP Develo	per			3	ubject	.5	Course Cluster Coordinator				Stu	dy Pro	ogram	Coor	dinato	r	
			Khusnul Fil	kriyah	ı, S.E.	, M.SI	ΕI			Khus M.SI		ikriyah	ı, S.E.	,	Dr.	Ahma	ıd Ajib M.S	Ridlwa SEI.	an, S.F	⊃d.,
Learning model	Project Based I	_earnin	ng																	
Program	PLO study pro	gram t	n that is charged to the course																	
Learning Outcomes (PLO)	PLO-6	Able to	e to master the basic concepts of research methodology and data analysis techniques in the fields of Islamic promics, Islamic Business and Islamic Finance.																	
	Program Obje	ctives	ves (PO)																	
	PO - 1	Able to	thoroughly	maste	er the	theor	y of b	usine	ss intr	oduct	ion									
	PO - 2	Able to	analyze an	d prac	ctice v	vork e	thics	accor	ding t	o sha	ria									
	PO - 3	Able to	design bus	iness	plans	that o	compl	y with	shari	a con	cepts									
	PLO-PO Matrix	(
			P.O PO-1 PO-2 PO-3		PL(
	PO Matrix at th	ne end	of each lea	arnin	g sta	ge (S	ub-P	O)												
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		PO	-2				1	1			1			1						-
		РО	-3						1	•					✓	1	1		✓	
Short Course Description	This course is stakeholders in between busines applying the kno of business introplanning, identif preparation of a	the dess entitions whedge oduction in the contraction in the contracti	velopment a es and the e gained duri n, explanatio of the envi	and s enviror ng the on of ronme	ucces nmente learr busin ent th	s of t. In the ning p ess co at inf	busin nis cor roces oncep luenc	ess e urse s s. The ots in es bu	ntities tuder e disc the e usines	s, the nts als ussion ra of ss, de	funct to lear n in th globa finition	ion of n to e is cou lization n and	busir xplain rse is n, exp ident	ness m the co related lanatio ification	nanag mpon I to th n of t	ement ents o e expl the co	, and f busir anatio mpone	the re less p n of th ents of	elation lanning le cond busir	ship g by cept ness
References	Main :																			
	1. Pride , F 2. Nickels, 3. Boone,	Mc.Hug	gh . 2014. U	nders	tandir	ig Bus	siness	8 th.	McGr	aw-H	ill Edu	cation	(Asia)						
	Supporters:																			

1	Nickels, McHugh	ı, McHugh. 2014. Pen	gantar Bisnis: Understanding	Business. Jakarta	: Penerbit Salemba Empat

 Kismono, Gugup. 2001. Bisnis Pengantar. Yogyakarta: BPFE
 Sumarni, Murti, Soeprihanto, John. 2000. Pengantar Bisnis (Dasar-dasar Ekonomi Perusahaan) Edisi Kelima. Yogyakarta: Liberty

- Pride , Hughes dan Jack R. Kapoor . 2014. PengantarBisnis. Jakarta: Salemba Empat.
 Boone, Louis E, Kurtz, David L. 2014. Pengantar Bisnis Kontemporer. Salemba Empat

Supporting lecturer

Dr. Ahmad Ajib Ridlwan, S.Pd., M.SEI. Khusnul Fikriyah, S.E., M.SEI. Yan Putra Timur, S.M., M.SEI. Irfan Ramis, S.E., M.E. Dr. Moh Farih Fahmi, S.Pd., M.Pd. Fitriah Dwi Susilowati, S.Sos., M.SM.

Week-	Final abilities of each learning stage	Evalu	ation	Le Stud	Help Learning, arning methods, lent Assignments, Estimated time]	Learning materials	Assessment Weight (%)
	(Sub-PO)	Indicator	Criteria & Form	Offline (offline)	Online (online)	[References]	J ()
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Students are able to properly study business concepts in the era of globalization	Accuracy in examining the world of business and global business.	Criteria: 1.Students provide arguments according to the purpose of the question 2.Students provide arguments that do not match the purpose of the question 3.Students do not provide arguments Form of Assessment: Participatory Activities	Lectures and Case studies 3 X 50		Material: 1. Business concepts 2. Business development in the era of globalization References: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat. Material: 1. Business concepts 2. Business development in the era of globalization References: Nickels, Mc.Hugh . 2014. Understanding Business development in the era of globalization (Asia) Material: 1. Business concept 2. Business development in the era of globalization (Asia) Material: 1. Business concept 2. Business development in the era of globalization References: Sumarni, Murti, Soeprihanto, John. 2000. Introduction to Business (Basics of Corporate Economics) Fifth Edition. Yogyakarta: Liberty	4%

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2	Identifying the Company's Business Environment	1.Explain the characteristics of the company's business environment 2.Grouping the Internal environment (directly influencing the company): man, money, method, machine, material, and Entrepreneur, supplier. 3.Grouping the external environment (indirectly influencing the company): economic, political, legal, socio-cultural, government regulations, 4.Explain the macro environment and micro environment	Criteria: Holistic Rubric Form of Assessment: Participatory Activities	Lectures and Case studies 3 X 50		Material: 1. Business concepts 2. Business development in the era of globalization References: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat. Material: 1. Business development in the era of globalization References: Nickels, Mc.Hugh. 2014. Understanding Business 8 years. McGraw-Hill Education (Asia) Material: 1. Business development in the era of globalization References: Nickels, Mc.Hugh. 2014. Understanding Business 8 years. McGraw-Hill Education (Asia) Material: 1. Business concept 2. Business development in the era of globalization References: Sumarni, Murti, Soeprihanto, John. 2000. Introduction to Business (Basics of Corporate Economics) Fifth Edition. Yogyakarta: Liberty	4%

3	Distinguish the character of each type of business with its business scale & form of business entity	1.Explain the types of business (manufacturing, service, and trade) 2.Explain the criteria for micro, small, medium and large company scales. 3.Explain the existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing, Merger, Franchise, 4.Identify the advantages and disadvantages of each form of business entity. 5.Explain the concept of entrepreneurship: Goals, Benefits, Importance, Characteristics of Entrepreneurship, Advantages and Disadvantages of Entrepreneurship		and Problem Based Learning 3 X 50	Types and forms of business entities 2. Scale and groups of small, medium and large companies based on their conditions and characteristics References: Nickels, Mc.Hugh. 2014. Understanding Business 8 years. McGraw-Hill Education (Asia) Material: 1. Types and forms of business entities 2. Scale and groups of small, medium and large companies based on their conditions and characteristics References: Nickels, McHugh, McHugh, 2014. Introduction to Business. Jakarta: Salemba Empat Publishers Material: 1. Types and forms of business. Jakarta: Salemba Empat Publishers Material: 1. Types and forms of business entities 2. Scale and groups of small, medium and large companies based on their conditions and characteristics References: Sumari, Mutti, Soeprihanto, John. 2000. Introduction to Business (Basics of Corporate Economics) Fifth Ecdition. Yogyakarta: Liberty
4	Understand the concept of Ethics and Corporate Social Responsibility	1.Explains the concept of ethics and norms in general. 2.Explain the concept of business ethics 3.Explain the components of Business Ethics 4.Explaining the Concept of Corporate Social Responsibility (CSR) 5.Classifying CSR practice models 6.Analyze CSR practices of small, medium and large companies	Criteria: Holistic Rubric Form of Assessment: Portfolio Assessment	Lectures and Problem Based Learning 3 X 50	Material: 1. The concept of entrepreneurship 2. Steps to starting a new business 3. The concept of business planning 4. The importance of business planning 5. Components of business planning which include: - Business Vision - Business Mission - Business Goals - Business Targets Reference: Nickels, Mc. Hugh . 2014. Understanding

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5	Understand the concept of management and organizational governance	Explaining the meaning of management and management functions (POAC) Grouping Management Levels and Types/Forms of Organizational Structures with Strengths and Weaknesses Explaining the scope of the organization1. Vision and mission 2. Business Objectives3. Business Goals4. Business Strategy5. Resource Allocation 6. Strategy Implementation7. Control	Criteria: Holistic Rubric Form of Assessment: Participatory Activities	Lectures and Problem Based Learning 3 X 50	S F F N C C E E E E E E E E E E E E E E E E E	Adama Empat Evaluation Empart Evaluation Evaluatio	5%

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6	Identify SWOT analysis	1.Explain the concept of SWOT analysis, the purpose of making SWOT analysis. 2.Determining the stages of creating a SWOT analysis 3.Identifying the Strengths and Weaknesses of the company's internal environment 4.Identifying opportunities and threats from the company's external environment	Criteria: Holistic Rubric Form of Assessment: Portfolio Assessment	Lectures and Case Bases Study 3 X 50	Material: 1. Micro business environment 2. Macro business environment References: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat. Material: 1. Micro business environment 2. Macro business environment References: Nickels, Mc.Hugh. 2014. Understanding Business 8 years. McGraw-Hill Education (Asia) Material: 1. Micro business environment 2. Macro business environment References: Nickels, McHugh, McHugh, 2014. Introduction to Business: Understanding Business: Understanding Business Salemba Empat Publishers Material: 1. Micro business environment 2. Macro business environment 2. Macro business environment 2. Macro business environment References: Kismono, Gugup. 2001. Introduction to Business. Yogyakarta: BPFE	7%

	analysis	1.Explain the concept of SWOT analysis, the purpose of making SWOT analysis. 2.Determining the stages of creating a SWOT analysis 3.Identifying the Strengths and Weaknesses of the company's internal environment 4.Identifying opportunities and threats from the company's external environment	Criteria: Holistic Rubric Form of Assessment: Participatory Activities	Lectures and Cased Based Study 3 X 50	Material: 1. Business ethics 2. Corporate norms and responsibilities References: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat Material: 1. Business ethics 2. Corporate norms and responsibilities Reference: Nickels, Mc.Hugh. 2014. Understanding Business 8 years. McGraw- Hill Education (Asia) Material: 1. Business ethics 2. Corporate norms and responsibilities References: Nickels, McHugh, McHugh. 2014. Introduction to Business. Jakarta: Salemba Empat Publishers Material: 1. Business ethics 2. Corporate norms and responsibilities References: Nickels, McHugh, McHugh. 2014. Introduction to Business. Jakarta: Salemba Empat Publishers Material: 1. Business ethics 2. Corporate norms and responsibilities References: Kismono, Gugup. 2001. Introduction to Business. Yogyakarta: BPFE Material: 1. Business ethics 2. Corporate norms and responsibilities References: Kismono, Gugup. 2001. Introduction to Business Yogyakarta: BPFE	
8	Midterm exam		Form of Assessment : Test	3 X 50	Liberty	15%
9	Applying Marketing Aspects in business activities	1.Explain the meaning of the marketing concept, Marketing Function - Segmentation - Targeting - Positioning 2.Explain the concept of	Criteria: Holistic Rubric Form of Assessment: Portfolio Assessment	Lectures and Problem Based Learning 3 X 50	Material: 1. Company Internal Factors (Strengths and Weaknesses) 2. Company External Factors (Opportunities and Threats. Reference: Pride, Hughes and Jack R.	

10	Applying	Marketing Strategy 3. Grouping marketing mix (companies in general have 4 Ps (product, price, place, promotion) and service companies have 7 Ps (product, price, place, promotion, people, process and physical evidence)	Criteria:	Lectures	Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat. Material: 1. Internal Company Factors (Strengths and Weaknesses) 2. External Company Factors (Opportunities and Threats References: Nickels, Mc. Hugh. 2014. Understanding Business 8 years McGraw-Hill Education (Asia) Material: 1. Company Internal Factors (Strengths and Weaknesses) 2. Company External Factors (Opportunities and Threats Library: Nickels, McHugh, 2014. Introduction to Business. Jakarta: Salemba Empat Publisher Material: 1. Company Internal Factors (Strengths and Weaknesses) 2. Company External Factors (Strengths and Threats Salemba Empat Publisher Material: 1. Company Internal Factors (Opportunities and Threats Reference: Kismono, Gugup. 2001. Introduction to Business. Yogyakarta: BPFE Material: 1. Internal Company Factors (Opportunities and Threats Reference: Kismono, Gugup. 2001. Introduction to Business. Yogyakarta: BPFE Material: 1. Internal Company Factors (Opportunities and Threats Reference: Kismono, Gugup. 2001. Introduction to Business. Yogyakarta: BPFE Material: 1. Internal Company Factors (Doportunities and Threats References: Sumarni, Murti, Soeprihanto, John. 2000. Introduction to Business (Basiness) Fifth Edition. Yogyakarta: Liberty Material: 1.	6%
10	Applying Operational Aspects in business activities	1.Explain the meaning of operational management, production and	Form of Assessment : Participatory	and Problem Based Learning 3 X 50	Company Internal Factors (Strengths and Weaknesses) 2. Company	940

service	Activities	External Factors
processes.		(Opportunities
2.Product design		and Threats.
concept		Reference:
3.Requirements for		Pride, Hughes
materials and		and Jack R.
tools		Kapoor. 2014.
4.Determine the		Introduction to
nature of the		Business.
process and		Jakarta:
product		Salemba Empat.
properties		
5.Identify the layout		Material: 1.
of the production		Internal
process		Company
6.Explain the		Factors (Strengths and
concept of		Weaknesses) 2.
Inventory		External
		Company
Management		Factors
7.Analyzing Needs		(Opportunities
using the EOQ,		and Threats
ROP method		References:
8.Analyze the		Nickels,
production flow		Mc.Hugh. 2014.
supply chain		Understanding
		Business 8
		years McGraw-
		Hill Education
		(Asia)
		F
		Material: 1.
		Company
		Internal Factors
		(Strengths and
		Weaknesses) 2.
		Company
		External Factors
		(Opportunities
		and Threats Library: <i>Nickels</i> ,
		McHugh,
		McHugh. 2014.
		Introduction to
		Business:
		Understanding
		Business.
		Jakarta:
		Salemba Empat
		Publisher
		Material: 1.
		Company
		Internal Factors
		(Strengths and
		Weaknesses) 2.
		Company
		External Factors
		(Opportunities and Threats
		and Threats Reference:
		Kismono,
		Gugup. 2001.
		Introduction to
		Business.
		Yogyakarta:
		BPFE
		Material: 1.
		Internal
		Company
		Factors
		(Strengths and
		Weaknesses) 2.
		External
		Company
		Factors
		(Opportunities
		and Threats
		References:
		Sumarni, Murti,
		Soeprihanto,
		John. 2000.
		Introduction to
		Business
		(Basics of
		Company
		Economics) Fifth
	l	Edition.
		Yogyakarta: Liberty

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11	Human Resources aspects in business activities	1.Explain the meaning of the HR concept 2.Identifying HR Functions: analysis of TK needs, planning, recruitment, selection, placement, management, development and dismissal. 3.Explain several motivation theories	Criteria: Holistic Rubric Form of Assessment: Participatory Activities	Lectures and Problem Based Learning 3 X 50	Material: 1. Company functions 2. Marketing concepts 3. Marketing strategy 4. Market segmentation 5. Positioning 6. Marketing Mix Literature: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat. Material: 1. Company functions 2. Marketing concept 3. Marketing concept 3. Marketing strategy 4. Market segmentation 5. Positioning 6. Marketing Mix Literature: Nickels, Mc. Hugh . 2014. Understanding Business 8 years. McGraw-Hill Education (Asia) Material: 1. Company functions 2. Marketing concept 3. Marketing strategy 4. Market segmentation 5. Positioning 6. Marketing concept 3.	6%

12	Doscribos SIM in	1	Cuitouio	Lootures	Motovial: 1	E04
	Describes SIM in the business realm	1.Explain the meaning of management information systems and SIM functions 2.Analyzing the relationship between SIM and the business world 3.Analyzing the impact of SIM on corporate governance	Criteria: Holistic Rubric Form of Assessment: Participatory Activities	Lectures and Problem Based Learning 3 X 50	Material: 1. Functions of management 2. Forms of organization 3. HR Management References: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat. Material: 1. Functions of management 2. Forms of organization 3. HR Management Reference: Nickels, Mc.Hugh. 2014. Understanding Business 8 years. McGraw-Hill Education (Asia) Material: 1. Management functions 2. Organizational forms 3. HR Management References: Boone, Louis E, Kurtz, David L. 2014. Introduction to Contemporary Business. Salemba Four	

14	Develop a Business Plan	Identify four aspects of the company's	Criteria: Assessment rubric	Lectures and	Material: 1. Time value of	7%
	Concept for the company's business aspects	business: HR aspects, Marketing aspects, Financial aspects, and Operational aspects	Form of Assessment : Portfolio Assessment	Case Based Study 6 X 50	money 2. Financial feasibility ratios 3. Company financial management 4. Capital structure References: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat.	
					Material: 1. Time value of money 2. Financial feasibility ratios 3. Company financial management 4. Capital structure References: Nickels, Mc.Hugh. 2014. Understanding Business 8 years. McGraw-Hill Education (Asia)	
					Material: 1. Time value of money 2. Financial feasibility ratios 3. Company financial management 4. Capital structure References: Boone, Louis E, Kurtz, David L. 2014. Introduction to Contemporary Business. Salemba Four	
15	Describe Management Information Systems (MIS)	1.Define the meaning of SIM 2.Describe the benefits of SIM in business 3.Analyzing the decision making process	Criteria: Holistic Rubric Form of Assessment: Participatory Activities	Lectures and Case Based Study	Material: 1. Management Information Systems Library: Pride, Hughes and Jack R. Kapoor. 2014. Introduction to Business. Jakarta: Salemba Empat. Material: 1. Management Information	5%
					System Library: Nickels, Mc.Hugh. 2014. Understanding Business 8 years. McGraw- Hill Education (Asia) Material:	
					Management Information Systems Library: Nickels, McHugh, McHugh. 2014. Introduction to Business: Understanding Business. Jakarta: Salemba Empat Publishers	

16	Final exams				15%
		Form of Assessment : Test	3 X 50		

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	50%
2.	Portfolio Assessment	20%
3.	Test	30%
		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.
- 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** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities 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.
- 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.
- 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.