



**Universitas Negeri Surabaya**  
**Faculty of Languages and Arts**  
**Bachelor of Visual Communication Design Study Program**

Document Code

**SEMESTER LEARNING PLAN**

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>	<b>SEMESTER</b>	<b>Compilation Date</b>																																											
ARTPRENEUR	9024103092		T=3 P=0 ECTS=4.77	7	July 18, 2024																																											
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>	<b>Study Program Coordinator</b>																																												
	.....		.....	Marsudi, S.Pd., M.Pd.																																												
<b>Learning model</b>	Case Studies																																															
<b>Program Learning Outcomes (PLO)</b>	PLO study program that is charged to the course																																															
	Program Objectives (PO)																																															
	PLO-PO Matrix																																															
		<table border="1" style="margin: auto;"> <tr><td style="width: 100px; height: 20px;">P.O</td></tr> </table>				P.O																																										
P.O																																																
	PO Matrix at the end of each learning stage (Sub-PO)																																															
		<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 30px; height: 20px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td><td style="width: 20px;">2</td><td style="width: 20px;">3</td><td style="width: 20px;">4</td><td style="width: 20px;">5</td><td style="width: 20px;">6</td><td style="width: 20px;">7</td><td style="width: 20px;">8</td><td style="width: 20px;">9</td><td style="width: 20px;">10</td><td style="width: 20px;">11</td><td style="width: 20px;">12</td><td style="width: 20px;">13</td><td style="width: 20px;">14</td><td style="width: 20px;">15</td><td style="width: 20px;">16</td> </tr> </table>														P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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<b>Short Course Description</b>	This course facilitates students to hone their entrepreneurial competencies and apply them through planning, establishing, managing and developing a business in the visual communication design industry. The lecture material contains a series of theories and practices so that students can experience, train and apply knowledge, skills and attitudes in a business environment (exhibitions, platforms and regional and national competitions).																																															
<b>References</b>	<b>Main :</b>																																															
	1. Hendro. 2011. Dasar-Dasar Kewirausahaan . Jakarta: Erlangga 2. Setiawan. Toni. 2012. Entrepreneurship . Jakarta: Oryza 3. Wijandi, Soesarsono. 1997. Pengantar Kewiraswastaan . Jakarta: Sinar Baru Algensindo 4. Tim. 2016. Kewirausahaan . Surabaya: University press																																															
	<b>Supporters:</b>																																															
<b>Supporting lecturer</b>	Muhamad Ro'is Abidin, S.Pd., M.Pd.																																															
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	Students know the basic concepts and scope of the field of graphic entrepreneurship	Students are able to explain the basic ideas or concepts and scope of the field of graphic entrepreneurship	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Face to face and online explanations, discussions, and FGD (Focus Group Discussion) 3 X 50			0%
2	Students know the basic concepts and scope of the field of graphic entrepreneurship	Students are able to explain the basic ideas or concepts and scope of the field of graphic entrepreneurship	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Face to face and online explanations, discussions, and FGD (Focus Group Discussion) 3 X 50			0%
3	Students explore opportunities to plan innovation	Able to explore opportunities and explain business plan ideas that will be built and run according to the field	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Face to face online, discussion, question and answer 3 X 50			0%
4	Create an innovation plan/business plan idea	Students are able to create innovation plans/business ideas that have the potential for growth and sustainability	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Online explanations, paper assignments and 3 X 50 presentations			0%
5	Create an innovation plan/business plan idea	Students are able to create innovation plans/business ideas that have the potential for growth and sustainability	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Online explanations, paper assignments and 3 X 50 presentations			0%

6	Students test their ideas by conducting market tests and seeking feedback to determine improvement steps and plan strategies	Students are able to conduct market research to get feedback about the products/services they offer	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Online explanation, practice and assistance 3 X 50			0%
7	Students test their ideas by conducting market tests and seeking feedback to determine improvement steps and plan strategies	Improvement of proposals and strategic planning from research results	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Practical assignments and assistance 3 X 50			0%
8	Midterm Exam (UTS)			3 X 50			0%
9	Students create the business product/service offered (final product with detailed design)	Students are able to perfect the products/services that will be offered to consumers	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Practical assignments and assistance 3 X 50			0%
10	Students create the business product/service offered (final product with detailed design)	Students are able to perfect the products/services that will be offered to consumers	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Practical assignments and assistance 3 X 50			0%
11	Students create the business product/service offered (final product with detailed design)	Students are able to perfect the products/services that will be offered to consumers	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Practical assignments and assistance 3 X 50			0%

12	Students execute their business plans and achieve resource growth, turnover and market expansion	Students are able to sell and market their products or services and achieve resource growth, turnover and market expansion	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Practical assignments, assistance and presentations 3 X 50			0%
13	Students execute their business plans and achieve resource growth, turnover and market expansion	Students are able to sell and market their products or services and achieve resource growth, turnover and market expansion	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Practical assignments, assistance and presentations 3 X 50			0%
14	Students execute their business plans and achieve resource growth, turnover and market expansion	Students are able to sell and market their products or services and achieve resource growth, turnover and market expansion	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Practical assignments, assistance and presentations 3 X 50			0%
15	Students execute their business plans and achieve resource growth, turnover and market expansion	Students are able to sell and market their products or services and achieve resource growth, turnover and market expansion	<b>Criteria:</b> 1. Criterion principle: 2. Assignments are collected according to the specified time schedule Completeness and suitability of assignments Honesty, discipline, creativity High motivation and interest	Practical assignments, assistance and presentations 3 X 50			0%
16	UAS (Final Semester Exam)			3 X 50			0%

**Evaluation Percentage Recap: Case Study**

No	Evaluation	Percentage
		0%

**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.