


16. ENTREPRENEURSHIP

|  | | Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya Program Studi S1 Manajemen Bachelor Degree of Management Study Program | | | | Kode Dokumen Document Code | |
|---|--|--|---|---|------------|--|--|
| RENCANA PEMBELAJARAN SEMESTER Semester Lesson Plan | | | | | | | |
| MATA KULIAH (MK) COURSE | | KODE CODE | Rumpun MK CLUSTER | BOBOT (sks) WEIGHT (credits) | | SEMES TER | Tgl Penyusunan Compilation Date |
| Kewirausahaan Entrepreneurship | | MKB11420117 | Kewirausahaan Entrepreneurship | T=3 | P=0 | 2 | |
| OTORISASI AUTHORIZATION | | Pengembang RPS Developer | | Koordinator RMK Coordinator | | Ketua PRODI Head of the Study Program | |
| | | Rifki Suwaji, SMn., MM., CPS | | Rifki Suwaji, S.Mn., MM., CPS., CPHCEP Faruk, S.Sos.I., MM., CPHCEP Ahmad Efendi, SE., MM | | Ira Ningrum Resmawa, SE., MM., CMA | |
| Capaian Pembelajaran (CP) Program Learning Outcome (PLO) | | CPL-PRODI yang dibebankan pada MK PLO charged in this course | | | | | |
| | | CPL1 PLO1 | Lulusan mampu menguasai teori bidang manajemen secara menyeluruh. Graduates are able to master the theory of management as a whole. | | | | |
| | | CPL2 PLO2 | Lulusan mampu mengimplementasikan teori bidang manajemen dalam mengelola organisasi secara efektif. Graduates are able to implement management theory in managing organizations effectively. | | | | |
| | | CPL3 PLO3 | Lulusan mampu berkomunikasi secara efektif. Graduates are able to communicate effectively. | | | | |
| | | CPL4 PLO4 | Lulusan mampu beradaptasi dalam menghadapi masalah bisnis. Graduates are able to adapt to dealing with business problems. | | | | |
| | | CPL6 PLO6 | Lulusan mampu mengambil keputusan strategis untuk pengembangan diri dengan tepat. Graduates are able to make strategic decisions for self-development appropriately. | | | | |
| | | CPL8 PLO8 | Lulusan mampu mengelola organisasi secara etis. Graduates are able to manage organizations ethically. | | | | |

| Capaian Pembelajaran Mata Kuliah (CPMK) Course Learning Outcome (CLO) | |
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| CPMK1 CLO1 | C2. Mahasiswa mampu menginterpretasikan secara jelas teori dasar kewirausahaan. C2. Students are able to interpret the basic theory of entrepreneurship. |
| CPMK2 CLO2 | C6. Mahasiswa mampu membuat business plan secara tepat C6. Students are able to make proper business plans |
| CPMK3 CLO3 | P3. Mahasiswa mampu mempraktikkan kegiatan bisnis berdasarkan business plan yang sudah dibuat. P3. Students are able to practice business activities based on their business plan. |
| CPMK4 CLO4 | A5. Mahasiswa mampu menunjukkan karakter Iman, cerdas, mandiri, jujur, peduli dan tangguh di dalam kegiatan pembelajaran Kewirausahaan. A5. Students are able to show religious, smart, independent, honest, caring, and resilient character in entrepreneurship learning activities. |
| Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO) | |
| Sub-CPMK1 Sub-CLO1 | Mendiskripsikan konsep dasar kewirausahaan Describe the basic concepts of entrepreneurship |
| Sub-CPMK2 Sub-CLO2 | Mampu memotivasi diri sendiri dalam mewujudkan " <i>dream</i> " Able to motivate yourself in realizing the "dream" |
| Sub-CPMK3 Sub-CLO3 | Mendiskripsikan peluang usaha dan ide bisnis Describing business opportunities and business ideas |
| Sub-CPMK4 Sub-CLO4 | Memahami etika bisnis Understanding business ethics |
| Sub-CPMK5 Sub-CLO5 | Memahami rencana bisnis Understanding the business plan |
| Sub-CPMK6 Sub-CLO6 | Mendiskripsikan rencana pemasaran dalam menjalankan sebuah usaha Describe a marketing plan in running a business |
| Sub-CPMK7 Sub-CLO7 | Mendiskripsikan rencana produksi dalam sebuah usaha Describe the production plan in a business |
| Sub-CPMK8 Sub-CLO8 | Mendiskripsikan Sumber Daya Manusia dalam sebuah usaha Describing Human Resources in a business |
| Sub-CPMK9 Sub-CLO9 | Merencanakan keuangan dalam sebuah usaha Planning finances in a business |
| Sub-CPMK10 | Menyusun rencana bisnis Develop a business plan |

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| | Sub-CLO10 | | | | | | | | | | | |
| | Sub-CPMK11 Sub-CLO11 | Pemaparan rencana bisnis Business plan presentation | | | | | | | | | | |
| | Korelasi CPMK terhadap Sub-CPMK Correlation of CLO to Sub-CLO | | | | | | | | | | | |
| | | Sub-CPMK1 Sub-CLO1 | Sub-CPMK1 Sub-CLO1 | Sub-CPMK3 Sub-CLO3 | Sub-CPMK4 Sub-CLO4 | Sub-CPMK5 Sub-CLO5 | Sub-CPMK6 Sub-CLO6 | Sub-CPMK7 Sub-CLO7 | Sub-CPMK8 Sub-CLO8 | Sub-CPMK9 Sub-CLO9 | Sub-CPMK10 Sub-CLO10 | Sub-CPMK11 Sub-CLO11 |
| | CPMK1 CLO1 | V | V | V | V | | V | V | | | | |
| | CPMK2 CLO2 | | | V | V | V | V | V | V | V | V | V |
| | CPMK3 CLO3 | | | | | V | | | | | V | V |
| | CPMK4 CLO4 | | | | | | | | | | V | V |
| Deskripsi Singkat MK Brief description of the course | Mata kuliah ini meliputi pembahasan konsep kewirausahaan dalam usaha menumbuhkembangkan jiwa kewirausahaan yaitu kemampuan memotivasi diri agar mampu menangkap peluang usaha, menciptakan jasa, produksi, pemasaran, kemitraan dan manajemen, serta mampu meningkatkan ketrampilan pemecahan masalah dalam usaha. Perkuliahan dilaksanakan dengan sistem diskusi, tugas proyek, dan refleksi. This course includes a discussion of the concept of entrepreneurship in an effort to develop an entrepreneurial spirit, namely the ability to motivate oneself to be able to seize business opportunities, create services, production, marketing, partnerships and management, and be able to improve problem solving skills in business. Lectures are carried out with a system of discussion, project assignments, and reflection. | | | | | | | | | | | |
| Bahan Kajian: Materi Pembelajaran Learning Materials | <ol style="list-style-type: none"> 1. The basic concept of entrepreneurship 2. Business opportunities and business ideas 3. Business ethics 4. Marketing plan 5. Production plan 6. Human resources plan 7. Financial plan 8. Business plan 9. Business plan presentationPresentasi rencana bisnis | | | | | | | | | | | |
| Pustaka | Utama: | | | | | | | | | | | |

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| References | Primary: | |
| | | <ol style="list-style-type: none"> 1. Tim Kewirausahaan Unesa. 2016. Kewirausahaan. UNIPRESS. Surabaya 2. Tim Kewirausahaan FE Unesa 2015. Kewirausahaan. UNIPRESS. Surabaya 3. Robert T Kyiuosaki. 2004. Rich Dad, Poor Dad. Jakarta: PT SUN. 4. Hendro. M.M. 2011. Dasar-dasar Kewirausahaan. Jakarta: Erlangga 5. Leonardus Saiman.2009. Kewirausahaan, Teori, Praktik dan Kasus kasus. Salemba Empat 6. Osterwalder, Alexander dan Yves Pigneur., 2014. Business Model Generation. Jakarta: PT.Elex Media Komputindo. 7. Pedoman PKM 2016. Direktorat jenderal Pembelajaran dan Kemahasiswaan. Jakarta: Kemenristekdikti. |
| | Pendukung: Supplement: | |
| Dosen Pengampu Lecturers | Rifki Suwaji,S.Mn.,MM.,CPS.,CPHCEP Faruk,S.Sos.I.,MM.,CPHCEP Ahmad Efendi,SE.,MM | |
| Matakuliah prasyarat Requirements course | Mahasiswa yang telah menempuh mata kuliah pengantar manajemen dan pengantar bisnis Students have taken Introduction to Management and Introduction to Business | |

| Mg Ke-Week | Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO) | Penilaian Assessment | | Bentuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [<i>Estimasi Waktu</i>] Learning Form, Learning Methods, Student Assignment, [<i>Estimated time</i>] | | Materi Pembelajaran [<i>Pustaka</i>] Learning materials [References] | Bobot Penilaian (%) rating weight |
|------------|--|--|---|--|---|---|--------------------------------------|
| | | Indikator Indicators | Kriteria & Teknik Criteria & Technic | Luring (<i>offline</i>) | Daring (<i>online</i>) | | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
| 1 | Mendiskripsikan konsep dasar kewirausahaan Describe the basic concepts of entrepreneurship | <ol style="list-style-type: none"> 1. Menjelaskan pengertian konsep kewirausahaan 2. Mengidentifikasi sikap mental dan karakter wirausaha 3. Menjelaskan macam-macam wirausaha <ol style="list-style-type: none"> 1. Explaining the concept of entrepreneurship 2. Identify the mental attitude and entrepreneurial character 3. Explain the various types of entrepreneurs | <p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic rubric</p> <p>Bentuk non-tes: Meringkas materi kuliah</p> <p>Non-test form: Summarize the lecture material</p> | - | <p>discussion, skill practice Google Classroom (discussion) (discussion) Google Meet (college) (lecture)</p> <p>Tugas 1: Menyusun ringkasan dalam bentuk makalah tentang perkembangan manajemen operasi pada masing-masing organisasi.</p> <p>Task 1: Compile a summary in the form of a paper on the development of operations</p> | 1,2,3,4 | 10 |

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| | | | | | management in each organization. [PB: 1x(3x50'')] [PT+KM: (1+1)x(3x60'')] | | |
| 2 | Mampu memotivasi diri sendiri dalam mewujudkan "dream" Able to motivate yourself in realizing the "dream" | <ol style="list-style-type: none"> 1. Mampu membuat mimpi bagi dirinya sendiri 2. Mampu menentukan cara bagaimana agar mimpi itu tercapai 3. Menggabungkan antara mimpi dengan realitas kebutuhan masyarakat 4. Merumuskan apa yang menjadi keinginan dalam karir untuk diri sendiri 5. Menjelaskan peluang dan ide bisnis. 6. Mengidentifikasi sumber peluang 7. Mengembangkan ide bisnis <ul style="list-style-type: none"> - Menemukan - Menganalisis - Memutuskan <ol style="list-style-type: none"> 1. Able to make dreams for himself 2. Able to determine how to make the dream come true 3. Combining dreams with the reality of people's needs 4. Formulate what you want in your career for yourself 5. Describe business opportunities and ideas. 6. Identify sources of opportunity 7. Develop a business idea <ul style="list-style-type: none"> - Find - Analyze - Decide | Kriteria: Rubrik Holistik Criteria: Holistic Rubric Bentuk non-tes: Meringkas dream yg ingin dicapai; Identifikasi peluang usaha Non-test form: Summarizing the dream to be achieved; Identify business opportunities | - | discussion, skill practice Google Classroom (discussion) (discussion) Google Meet (college) (lecture) Tugas 1: Menyusun dream yang akan dicapai; Mengidentifikasi rencana dan peluang usaha berdasar kemampuan dan kekuatan Task 1: Develop a dream to be achieved; Identify business plans and opportunities based on capabilities and strengths [PB: 1x(3x50'')] [PT+KM: (1+1)x(3x60'')] | 1,2,3 | 10 |

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| <p>3-4</p> | <p>Mendiskripsikan Sumber Daya Manusia dalam sebuah usaha dan Mendiskripsikan rencana pemasaran dalam menjalankan sebuah usaha</p> <p>Describing Human Resources in a business and Describing a marketing plan in running a business</p> | <ol style="list-style-type: none"> 1. Mengidentifikasi kebutuhan tenaga kerja 2. Mengidentifikasi keahlian yang dibutuhkan 3. Menentukan Jam kerja 4. Merancang sistem kompensasi (gaji, upah, insentif) 5. Menyusun susunan personalia 6. Menjelaskan Segmenting Targeting Positioning (STP) 7. Menjelaskan Customer value 8. Menjelaskan Marketing Mix <ol style="list-style-type: none"> 1. Identify labor needs 2. Identify the skills needed 3. Determine Working Hours 4. Designing a compensation system (salaries, wages, incentives) 5. Arrange the personnel structure 6. Explain Segmenting Targeting Positioning (STP) 7. Explaining customer value 9. Explaining the Marketing Mix | <p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Bentuk non-tes: Mengidentifikasi kebutuhan tenaga kerja berdasar job desk; Menyusun STP</p> <p>Non-test form: Identify manpower needs based on the job desk; Compiling STP</p> | <p>-</p> | <p>discussion, skill practice Google Classroom (discussion) Google Meet (college) (lecture)</p> <p>Tugas 1: Menyusun Kebutuhan tenaga kerja; Menyusun STP</p> <p>Task 1: Develop the need for manpower; Compiling STP</p> <p>[PB: 1x(3x50")] [PT+KM: (1+1)x(3x60")]</p> | <p>1,2,5,6</p> | <p>10</p> |
| <p>5</p> | <p>Memahami etika bisnis</p> <p>Understanding business ethics</p> | <ol style="list-style-type: none"> 1. Membedakan bisnis etis dan bisnis tidak etis 2. Menjelaskan hak dan kewajiban wirausaha 3. Menjelaskan macam-macam ijin usaha <ol style="list-style-type: none"> 1. Distinguishing ethical business and unethical business 2. Explain the rights and obligations of entrepreneurs 3. Explain the various types of business licenses | <p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Bentuk non-tes: Mengidentifikasi bisnis etis dan tidak etis</p> <p>Non-test form:</p> | <p>-</p> | <p>discussion, skill practice Google Classroom (discussion) Google Meet (college) (lecture)</p> <p>Tugas 1: Menyusun ringkasan dalam bentuk makalah tentang perbedaan bisnis etis dan tidak etis</p> | <p>1,2,5,6</p> | <p>10</p> |

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| | | | Identify ethical and unethical businesses | | Task 1: Compile a summary in the form of a paper on the difference between ethical and unethical business [PB: 1x(3x50")] [PT+KM: (1+1)x(3x60")] | | |
| 6 | Merencanakan produksi dan keuangan dalam sebuah usaha Planning production and finance in a business | <ol style="list-style-type: none"> Mengidentifikasi kebutuhan dan sumber dana Menyusun rencana arus kas Menyusun rencana laporan keuangan (Neraca dan Laba Rugi) <ol style="list-style-type: none"> Identify funding needs and sources Develop a cash flow plan Prepare financial report plans (Balance Sheet and Profit and Loss) | Kriteria: Rubrik Holistik Criteria: Holistic Rubric Bentuk non-tes: Mengidentifikasi kebutuhan dana pada rencana usaha Non-test form: Identifying the need for funds in the business plan | - | discussion, skill practice Google Classroom (discussion) Google Meet (college) (lecture) Tugas 1: Menyusun rencana pendanaan rencana usaha Task 1: Develop a business plan funding plan [PB: 1x(3x50")] [PT+KM: (1+1)x(3x60")] | 1,2,5,6 | 10 |
| 7 | Menyusun Rencana Bisnis Develop a Business Plan | <ol style="list-style-type: none"> Menyusun rencana bisnis Memaparkan rencana bisnis kelompok <ol style="list-style-type: none"> Develop a business plan Describe the group's business plan | Kriteria: Rubrik Holistik Criteria: Holistic Rubric Bentuk non-tes: | - | discussion, skill practice Google Classroom (discussion) Google Meet (college) (lecture) | 1,2,5,6 | 10 |

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| | | | <p>Menyusun bisnis plan Menyusun analisis SWOT bisnis plan</p> <p>Non-test form: Develop a business plan Prepare a SWOT analysis of a business plan</p> | | <p>Tugas 1: Menyusun rancangan bisnis plan.</p> <p>Task 1: Prepare a business plan</p> <p>[PB: 1x(3x50'')] [PT+KM: (1+1)x(3x60'')]</p> | | |
| 8 | Evaluasi Tengah Semester / Ujian Tengah Semester Midterm Exam | | | | | | |
| 9 | Magang Internship | <p>1. Survei Lapangan</p> <p>1. Field Survey</p> | <p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Bentuk non-tes: Menyusun laporan magang,</p> <p>Non-test form: Prepare internship reports</p> | - | <p>discussion, skill practice Google Classroom (discussion) Google Meet (college lecture)</p> <p>Tugas 1: Menyusun laporan magang; Menyusun laporan usaha</p> <p>Task 1: Prepare internship reports; Compile business reports</p> <p>[PB: 1x(3x50'')]</p> | 1,2,5,6 | 10 |

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| | | | | | [PT+KM: (1+1)x(3x60'')] | | |
| 10-14 | <p>Pelaksanaan usaha oleh mahasiswa</p> <p>Business implementation by students</p> | <p>1. Praktik Usaha</p> <p>1. Business Practice</p> | <p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Bentuk non-tes: Menyusun laporan usaha mingguan</p> <p>Non-test form: Prepare weekly business reports</p> | - | <p>discussion, skill practice Google Classroom (discussion) (discussion) Google Meet (college) (lecture)</p> <p>Tugas 1: Menyusun laporan magang; Menyusun laporan usaha</p> <p>Task 1: Prepare internship reports; Compile business reports</p> <p>[PB: 1x(3x50'')] [PT+KM: (1+1)x(3x60'')]</p> | 1,2,5,6 | 20 |
| 15 | <p>Pemaparan Laporan</p> <p>Report Presentation</p> | <p>1. Presentasi laporan usaha</p> <p>1. Presentation of business reports</p> | <p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Bentuk non-tes: Mempresentasikan laporan pelaksanaan usaha</p> | - | <p>discussion, skill practice Google Classroom (discussion) (discussion) Google Meet (college) (lecture)</p> <p>Tugas 1: Menyusun laporan usaha;</p> <p>Task 1:</p> | 1,2,5,6 | 10 |

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| | | | Non-test form: Presenting business implementation reports | | Prepare reports; business | | | |
| | | | | | [PB: 1x(3x50")] [PT+KM: (1+1)x(3x60")] | | | |
| 16 | Evaluasi Akhir Semester / Ujian Akhir Semester Final Semester Examination | | | | | | | |

Catatan:

1. Capaian Pembelajaran PRODI (CPL-PRODI) adalah kemampuan yang dimiliki oleh setiap lulusan PRODI yang merupakan internalisasi dari sikap, penguasaan pengetahuan, dan keterampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
2. CPL yang dibebankan pada mata kuliah adalah beberapa capaian pembelajaran lulusan program studi (CPL-PRODI) yang digunakan untuk pembentukan/ pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, keterampilan umum, keterampilan khusus, dan pengetahuan.
3. CP Mata Kuliah (CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. Sub-CP Mata Kuliah (Sub-CPMK) adalah kemampuan yang dijabarkan secara spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. Indikator penilaian kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. Kriteria Penilaian adalah patokan yang digunakan sebagai ukuran atau tolak ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kriteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kriteria dapat berupa kuantitatif dan kualitatif.
7. Teknik penilaian: tes dan non-tes.
8. Bentuk pembelajaran: Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian kepada Masyarakat, dan/atau bentuk pembelajaran lain yang setara.
9. Metode pembelajaran: Small Group Discussion, Role-play & simulation, discovery learning, self-directed learning, cooperative learning, collaborative learning, contextual learning, project-based learning, dan metode lainnya yang setara.
10. Materi pembelajaran adalah rincian atau uraian dari bahan kajian yang dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. Bobot penilaian adalah prosentase penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tersebut dan totalnya 100%.

12. PB=Proses Belajar, PT=Penugasan Terstruktur, KM=Kegiatan Mandiri.

Notes :

1. Learning Outcomes of Study Programs (CPL-PRODI) are abilities possessed by each graduate of the Study Program which are the internalization of attitudes, assignment of knowledge, and skills according to the level of study programs obtained through the learning process.
2. The CPL that is charged to the course is a number of learning outcomes for graduates of the study program (CPL-PRODI) which are used for the formation/development of a course consisting of aspects of attitudes, general skills, special skills, and knowledge.
3. Course CP (CPMK) is the ability that is specifically described from the CPL that is charged to the course, and is specific to the study material or learning material for the course.
4. Subject Sub-CP (Sub-CPMK) is the ability that is described specifically for the learning material of the course.
5. Indicators of the assessment of 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 measures or benchmarks for learning achievement in assessment based on predetermined indicators. The assessment criteria are guidelines for assessors so that the assessment is consistent and unbiased. Criteria can be both quantitative and qualitative.
7. Assessment techniques: 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 that can be presented in the form of several main points and sub-topics.
11. The weight of the assessment is the percentage of assessment of each achievement of the sub-CPMK which is proportional to the level of difficulty of achieving the sub-CPMK and the total is 100%.
12. PB=Learning Process, PT=Structured Assignments, KM=Independent Activities.