


25. INTRODUCTION TO BUSINESS

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|  | | 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) | | SEM ESTE R | Tgl Penyusunan Compilation Date |
| Pengantar Bisnis Introduction to Business | | MKK 11420617 | Manajemen Management | T=3 | P=0 | 2 | |
| OTORISASI AUTHORIZATION | | Pengembang RPS Developer | | Koordinator RMK Coordinator | | Ketua PRODI Head of the Study Program | |
| | | | | Dr.Gogi Kurniawan,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. | | | | |
| | | CPL3 PLO3 | Lulusan mampu berkomunikasi secara efektif. Graduates are able to communicate effectively. | | | | |
| | | CPL9 PLO9 | Lulusan mampu mengembangkan jiwa entrepreneurial leadership secara berkelanjutan. Graduates are able to develop an entrepreneurial leadership spirit sustainably. | | | | |
| | | Capaian Pembelajaran Mata Kuliah (CPMK) Course Learning Outcome (CLO) | | | | | |
| | | CPMK1 CLO1 | C4. Mahasiswa mampu menelaah dengan baik teori-teori bisnis. C4. Students are able to study business theories properly. | | | | |

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| | CPMK2 CLO2 | P4. Mahasiswa mampu merumuskan rencana bisnis secara komprehensif untuk mengembangkan jiwa entrepreneurial leadership. P4. Students are able to formulate a comprehensive business plan to develop an entrepreneurial leadership spirit. | | | | | |
| Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO) | | | | | | | |
| Sub-CPMK1 Sub-CLO1 | Mahasiswa mampu menelaah dengan baik lingkungan bisnis. Students are able to assess the business environment well. | | | | | | |
| Sub-CPMK2 Sub-CLO2 | Mahasiswa mampu menelaah dengan baik kepemilikan bisnis dan wirausaha. Students are able to properly assess business and entrepreneurial ownership. | | | | | | |
| Sub-CPMK3 Sub-CLO3 | Mahasiswa mampu menelaah dengan baik manajemen dan organisasi. Students are able to analyze both management and organization. | | | | | | |
| Sub-CPMK4 Sub-CLO4 | Mahasiswa mampu menelaah dengan baik sumber daya manusia dan pemasaran. Students are able to properly assess human resources and marketing. | | | | | | |
| Sub-CPMK5 Sub-CLO5 | Mahasiswa mampu menelaah dengan baik informasi, akuntansi, dan keuangan. Students are able to properly study information, accounting and finance. | | | | | | |
| Sub-CPMK6 Sub-CLO6 | Mahasiswa mampu merumuskan rencana bisnis secara komprehensif. Students are able to formulate a comprehensive business plan. | | | | | | |
| 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 | |
| CPMK1 CLO1 | √ | √ | √ | √ | √ | | |
| CPMK2 CLO2 | | | | | | √ | |
| Deskripsi Singkat MK Brief description of the course | <p>Matakuliah pengantar bisnis membahas tentang konsep bisnis secara umum dalam era global dengan risk dan return bisnis yang harus dihadapi pelaku bisnis, jenis usaha dan bentuk-bentuk badan usaha, rencana bisnis dan lingkungan bisnis yang dapat dijabarkan dalam SWOT analisis, konsep etika bisnis dan tanggungjawab sosial dari para pelaku bisnis, konsep manajemen dan organisasi serta aspek bisnis dalam bidang pemasaran, operasional, sumberdaya manusia dan keuangan yang selanjutnya dirangkai dalam sistem informasi manajemen. Metode perkuliahan dilakukan dengan presentasi dan diskusi serta observasi ke UMKM.</p> <p>The introduction to business course discusses general business concepts in the global era with business risks and returns that must be faced by business actors, types of business and forms of business entities, business plans and business environment which can be described in SWOT analysis, concepts of business ethics and social responsibility. from business people, management and organizational concepts</p> | | | | | | |

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| | as well as business aspects in the fields of marketing, operations, human resources, and finance which are further sequenced in the management information system. The lecture method is carried out by presentations and discussions as well as observations to SMEs. | |
| Bahan Kajian: Materi Pembelajaran Learning Materials | <ol style="list-style-type: none"> 1. Business world 2. Global Business 3. Ethics and Social Responsibility 4. Form of Organizational Ownership 5. UMKM, Entrepreneurship, Franchising 6. Management 7. Organization 8. SWOT analysis 9. Resources Human 10. Marketing 11. Social Media & E-business 12. Management and Accounting Information Systems 13. Financial management 14. Business plan | |
| Pustaka References | Utama: Primary: | |
| | <ol style="list-style-type: none"> 1. Pride, Hughes, & Kapoor. 2019. Foundations of Business 6e. Cengage Learning. 2. Alan Sarsby. 2016. SWOT Analysis. A Guide to SWOT for Business Studies Students. England: Lulu | |
| | Pendukung: Supplement: | |
| Dosen Pengampu Lecturers | Dr.Gogi Kurniawan,SE.,MM Faruk,S.Sos.I.,MM.,CPHCEP Rifki Suwaji,SMn.,MM.,CPS.,CPHCEP Achmad Efendi,SE.,MM Drs.Erwin Jtahjuadi,M.Si Drh Hamy Wahjunianto, MM | |
| Matakuliah syarat Requirements course | - | |

| 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, [Estimasi Waktu] Learning Form, Learning Methods, Student Assignment, [Estimated time] | | Materi Pembelajaran [Pustaka] Learning materials [References] | Bobot Penilaian (%) rating weight |
|------------|---|---|--|--|--|--|--------------------------------------|
| | | Indikator Indicators | Kriteria & Bentuk Criteria & Form | Luring (offline) | Daring (online) | | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
| 1, 2 | Mahasiswa mampu menelaah dengan baik lingkungan bisnis. Students are able to assess the business environment well. | 9. Ketepatan menelaah dunia bisnis dan bisnis global. 10. Ketepatan menelaah etika dan tanggung jawab sosial 1. Accuracy in analyzing the world of business and economy. 2. Accuracy in analyzing ethics and social responsibility | Kriteria: Rubrik holistik Bentuk non-tes: Meringkas materi kuliah Criteria: Holistic rubric Non-test form: Summarize the lecture material | - | discussion, lectures Google Classroom (diskusi) (discussion) Google Meet (kuliah) (lecture) Tugas 1: Menyusun ringkasan dalam bentuk makalah tentang lingkungan bisnis. Task 1: Prepare a summary in the form of a paper on the business environment. [PB: 2x(3x50")] [PT+KM: (2+2)x(3x60")] | 1 | 15 |

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| 3, 4 | <p>Mahasiswa mampu menelaah dengan baik kepemilikan bisnis dan wirausaha.</p> <p>Students are able to properly assess business and entrepreneurial ownership.</p> | <p>4. Ketepatan menelaah bentuk kepemilikan organisasi.</p> <p>5. Ketepatan menelaah UMKM, wirausaha, waralaba.</p> <p>1. The accuracy in examining the form of organizational ownership.</p> <p>2. The accuracy of reviewing MSMEs, entrepreneurs, franchises.</p> | <p>Kriteria: Rubrik holistik</p> <p>Bentuk non-tes: Mencontohkan kepemilikan bisnis dan wirausaha.</p> <p>Criteria: Holistic rubric</p> <p>Non-test form: Exemplify business ownership and entrepreneurship.</p> | - | <p>discussion, lectures Google Classroom (diskusi) (discussion) Google Meet (kuliah) (lecture)</p> <p>Tugas 2: Mencari contoh setiap kepemilikan bisnis dan wirausaha dan menuliskannya dalam bentuk tabel.</p> <p>Task 2: Find examples of each business and entrepreneurial ownership and write them in tabular form. [PB: 2x(3x50")] [PT+KM: (2+2)x(3x60")]</p> | 1 | 15 |
| 5, 6, 7 | <p>Mahasiswa mampu menelaah dengan baik manajemen dan organisasi.</p> <p>Students are able to analyze both management and organization.</p> | <p>1. Ketepatan menelaah proses manajemen.</p> <p>2. Ketepatan menelaah bagian-bagian organisasi.</p> <p>3. Ketepatan merumuskan analisis SWOT.</p> <p>1. The accuracy of reviewing the management process.</p> <p>2. To the accuracy of studying the parts of the organization.</p> <p>3. The accuracy of formulating a SWOT analysis.</p> | <p>Kriteria: Rubrik holistik</p> <p>Bentuk non-tes: Menyusun analisis SWOT.</p> <p>Criteria: Holistic rubric</p> <p>Non-test form: Perform SWOT analysis.</p> | - | <p>discussion, lectures Google Classroom (diskusi) (discussion) Google Meet (kuliah) (lecture)</p> <p>Tugas 3: Mengobservasi UMKM di sekitar tempat tinggal dan menyusun analisis SWOT dalam bentuk poster.</p> <p>Task 3:</p> | 1 | 20 |

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| | | | | | Observing MSMEs around the residence and compiling a SWOT analysis in the form of posters. [PB: 3x(3x50")] [PT+KM: (3+3)x(3x60")] | | |
| 8 | Evaluasi Tengah Semester / Ujian Tengah Semester Midterm Exam | | | | | | |
| 9, 10 | <p>Mahasiswa mampu menelaah dengan baik sumber daya manusia dan pemasaran.</p> <p>Students are able to properly assess human resources and marketing.</p> | <ol style="list-style-type: none"> Ketepatan menelaah aktivitas sumber daya manusia. Ketepatan menelaah teori motivasi. Ketepatan menelaah bauran pemasaran. <ol style="list-style-type: none"> The accuracy of examining the activity of the source of the power of man. The accuracy of studying the theory of motivation. The accuracy of analyzing the marketing mix. | <p>Kriteria: Rubrik holistik</p> <p>Bentuk non-tes: Meringkas materi kuliah</p> <p>Criteria: Holistic rubric</p> <p>Non-test form: Summarize the lecture material</p> | - | <p>discussion, lectures Google Classroom (diskusi) (discussion) Google Meet (kuliah) (lecture)</p> <p>Tugas 4: Menyusun ringkasan dalam bentuk makalah tentang sumber daya manusia dan pemasaran.</p> <p>Task 4: Prepare a summary in the form of a paper on human resources and marketing.</p> <p>[PB: 2x(3x50")] [PT+KM: (2+2)x(3x60")]</p> | 1 | 15 |
| 11, 12, 13 | <p>Mahasiswa mampu menelaah dengan baik informasi, akuntansi, dan keuangan.</p> | <ol style="list-style-type: none"> Ketepatan menelaah sosial media & e-business. ketepatan menelaah sistem informasi manajemen dan akuntansi. | <p>Kriteria: Rubrik holistik</p> <p>Bentuk non-tes:</p> | - | <p>discussion, lectures Google Classroom (diskusi) (discussion) Google Meet (kuliah)</p> | 1 | 20 |

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| | Students are able to properly study information, accounting and finance. | <p>3. ketepatan menelaah manajemen keuangan.</p> <p>1. Accuracy in analyzing social media & e- business.</p> <p>2. accuracy in reviewing management and accounting information systems.</p> <p>3. accuracy in reviewing financial management.</p> | <p>Meringkas materi kuliah</p> <p>Criteria: Holistic rubric</p> <p>Non-test form: Summarize the lecture material</p> | <p>(lecture)</p> <p>Tugas 5: Menyusun ringkasan dalam bentuk makalah tentang informasi, akuntansi, dan keuangan.</p> <p>Task 5: Compile a summary in the form of a paper on information, accounting and finance.</p> <p>[PB: 3x(3x50")] [PT+KM: (3+3)x(3x60")]</p> | | |
| 14, 15 | <p>Mahasiswa mampu merumuskan rencana bisnis secara komprehensif.</p> <p>Students are able to formulate a comprehensive business plan..</p> | <p>1. Ketepatan merumuskan rencana bisnis.</p> <p>1. The accuracy of formulating a business plan.</p> | <p>Kriteria: Rubrik holistik</p> <p>Bentuk non-tes: Menyusun rencana bisnis</p> <p>Criteria: Holistic rubric</p> <p>Non-test form: Draw up a business plan</p> | <p>discussion, lectures Google Classroom (diskusi) (discussion) Google Meet (kuliah) (lecture)</p> <p>Tugas 6: Mengobservasi UMKM di sekitar tempat tinggal dan menyusun rencana bisnis untuk UMKM tersebut.</p> <p>Task 6: Observe the UMKM around the place of residence and compile a business plan for the UMKM.</p> <p>[PB: 2x(3x50")] [PT+KM: (2+2)x(3x60")]</p> | 1 | 15 |

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| 16 | Evaluasi Akhir Semester / Ujian Akhir Semester Final Semester Examination | |
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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.