



**Universitas Negeri Surabaya  
Faculty of Economics and Business  
Bachelor of Management 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>																																																																																				
MPK-Business Feasibility Study	6120104197		T=4 P=0 ECTS=6.36	0	July 17, 2024																																																																																				
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>	<b>Study Program Coordinator</b>																																																																																					
	.....		.....	Yuyun Isbanah, S.E., M.SM.																																																																																					
<b>Learning model</b>	<b>Project Based Learning</b>																																																																																								
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program which is charged to the course</b>																																																																																								
	<b>Program Objectives (PO)</b>																																																																																								
	<b>PO - 1</b>	C6. Students are able to prepare a comprehensive business feasibility study report as a basis for consideration for managing entrepreneurial activities based on analysis of market and marketing aspects, technical/operational aspects, human resource aspects, financial aspects, and supporting aspects (legal and environmental).																																																																																							
	<b>PO - 2</b>	P4. Students are able to adapt well in managing business activities.																																																																																							
	<b>PO - 3</b>	A5. Students are able to show entrepreneurial leadership character in managing business activities.																																																																																							
	<b>PLO-PO Matrix</b>																																																																																								
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>P.O</td></tr> <tr><td>PO-1</td></tr> <tr><td>PO-2</td></tr> <tr><td>PO-3</td></tr> </table>	P.O	PO-1	PO-2	PO-3																																																																																			
P.O																																																																																									
PO-1																																																																																									
PO-2																																																																																									
PO-3																																																																																									
<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																																									
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> </thead> <tbody> <tr><td>PO-1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>PO-2</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>PO-3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																	PO-3																				
P.O	Week																																																																																								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																																																									
PO-1																																																																																									
PO-2																																																																																									
PO-3																																																																																									
<b>Short Course Description</b>	This course provides an understanding of how to assess the feasibility of an investment made by an organization providing benefits or not by assessing market and marketing aspects, technical/operational aspects, human resource aspects, financial aspects, legal aspects, economic and social aspects, and environmental impact analysis. life (amdal). The learning method used is field observation of business partners.																																																																																								
<b>References</b>	<b>Main :</b>																																																																																								
	<ol style="list-style-type: none"> <li>1. Purwohandoko, dkk . 2014. Studi Kelayakan Bisnis . Surabaya: UNIPRESS.</li> <li>2. Umar, Husein . 2005. Studi Kelayakan Bisnis : manajemen, metode dan kasus . Jakarta: Gramedia</li> <li>3. Sucipto, Agus . 2010. Studi Kelayakan Bisnis Cetakan I. Malang : UIN Maliki Press</li> <li>4. Suliyanto . 2011. Studi Kelayakan Bisnis Edisi I . Yogyakarta: Penerbit Andi.</li> </ol>																																																																																								
	<b>Supporters:</b>																																																																																								
<b>Supporting lecturer</b>	Prof. Dr. Sri Setyo Iriani, S.E., M.Si. Dra. Hj. Anik Lestari Andjarwati, M.M. Tias Andarini Indarwati, S.E., M.M. Monika Tiarawati, S.E., M.M. Yuyun Isbanah, S.E., M.SM. Trias Madanika Kusumaningrum, S.E., S.Pd., M.M. Achmad Kautsar, S.E., M.M. Nunik Dwi Kusumawati, S.M., M.S.M.																																																																																								

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	<p>1. Understand the feasibility of a business and what needs to be considered when preparing a feasibility study report</p> <p>2. Understand market, operational, HR, financial and supporting aspects</p> <p>3. Able to prepare business feasibility study reports</p>	<p>1.1. Understand the meaning and objectives of a business feasibility study</p> <p>2. Explain the institutions that require feasibility studies</p> <p>3. Explain the objectives of investment decisions and the importance of investment</p> <p>4. Explain the aspects of a feasibility study</p> <p>5. Explain the tools and analytical framework for feasibility studies</p> <p>6. Explain the criteria for evaluating a feasibility study</p> <p>2. Able to explain the characteristics of market aspects. Able to explain the strengths, weaknesses, opportunities and threats of the business. Able to explain marketing strategies and marketing mix optimization strategies. Able to explain the company's competitive strategy in expanding its business; Able to explain methods, approaches, techniques and obstacles in measuring forecasting and demand for products/services to see market opportunities</p> <p>3. Able to explain operating systems and procedures; Able to calculate production capacity; Able to explain inventory management; Able to explain the facilities and production facilities needed to support technical activities in feasibility studies</p> <p>4. Able to explain the type of work and describe the work required to support management in feasibility studies; Able to explain the job requirements needed to support management in feasibility studies. Able to explain the organizational structure within the company; Able to explain the</p>	<p><b>Form of Assessment :</b> Participatory Activities</p>	Workshop and Discussion 4 X 50		<p><b>Material:</b> SKB <b>Library:</b> <i>Purwohandoko, et al. 2014. Business Feasibility Study. Surabaya: UNIPRESS.</i></p>	3%

		<p>workforce recruitment process; Able to explain the HR empowerment pattern needed to support management in feasibility studies</p> <p>5. Able to calculate needs and sources of investment funds; Able to estimate business cash flow and the importance of cash flow in business valuation; Able to explain and assess investment proposals using various existing methods. Able to explain the concept of risk in investment assessment. Able to explain the costs that must be borne by the company, calculate the cost of capital from existing funding sources, explain alternative methods for linking investment decisions with spending decisions and cash flow management and use of capital costs</p> <p>6. Able to explain types of business and business permit requirements; Able to explain business establishment procedures; Able to explain the impact of environmental pollution; Able to explain the impact of labor absorption on the environment; Able to explain the social, economic and cultural impacts on the environment</p> <p>7. Able to analyze and assess feasibility studies in terms of market and marketing aspects, technical/operational aspects, management aspects and workforce needs, financial aspects, and supporting aspects</p>				
2	<p>1. Understand the feasibility of a business and what needs to be considered when preparing a feasibility study report</p> <p>2. Understand market, operational, HR, financial and supporting aspects</p> <p>3. Able to prepare business feasibility study reports</p>	<p>1.1. Understand the meaning and objectives of a business feasibility study</p> <p>2. Explain the institutions that require feasibility studies</p> <p>3. Explain the objectives of investment decisions and the importance of investment</p> <p>4. Explain the aspects of a feasibility study</p> <p>5. Explain the tools and analytical framework for feasibility studies</p> <p>6.</p>	<p><b>Form of Assessment :</b> Participatory Activities</p>	<p>Workshop and Discussion 4 X 50</p>	<p><b>Material:</b> SKB <b>Library:</b> <i>Purwohandoko, et al. 2014. Business Feasibility Study. Surabaya: UNIPRESS.</i></p>	3%

Explain the criteria for evaluating a feasibility study

2. Able to explain the characteristics of market aspects. Able to explain the strengths, weaknesses, opportunities and threats of the business. Able to explain marketing strategies and marketing mix optimization strategies. Able to explain the company's competitive strategy in expanding its business; Able to explain methods, approaches, techniques and obstacles in measuring forecasting and demand for products/services to see market opportunities

3. Able to explain operating systems and procedures; Able to calculate production capacity; Able to explain inventory management; Able to explain the facilities and production facilities needed to support technical activities in feasibility studies

4. Able to explain the type of work and describe the work required to support management in feasibility studies; Able to explain the job requirements needed to support management in feasibility studies. Able to explain the organizational structure within the company; Able to explain the workforce recruitment process; Able to explain the HR empowerment pattern needed to support management in feasibility studies

5. Able to calculate needs and sources of investment funds; Able to estimate business cash flow and the importance of cash flow in business valuation; Able to explain and assess investment proposals using various existing methods. Able to explain the concept of risk in investment assessment. Able to explain the costs that must be borne by the company,

		<p>calculate the cost of capital from existing funding sources, explain alternative methods for linking investment decisions with spending decisions and cash flow management and use of capital costs</p> <p>6. Able to explain types of business and business permit requirements; Able to explain business establishment procedures; Able to explain the impact of environmental pollution; Able to explain the impact of labor absorption on the environment; Able to explain the social, economic and cultural impacts on the environment</p> <p>7. Able to analyze and assess feasibility studies in terms of market and marketing aspects, technical/operational aspects, management aspects and workforce needs, financial aspects, and supporting aspects</p>				
3	<p>1. Understand the feasibility of a business and what needs to be considered when preparing a feasibility study report</p> <p>2. Understand market, operational, HR, financial and supporting aspects</p> <p>3. Able to prepare business feasibility study reports</p>	<p>1.1. Understand the meaning and objectives of a business feasibility study</p> <p>2. Explain the institutions that require feasibility studies</p> <p>3. Explain the objectives of investment decisions and the importance of investment</p> <p>4. Explain the aspects of a feasibility study</p> <p>5. Explain the tools and analytical framework for feasibility studies</p> <p>6. Explain the criteria for evaluating a feasibility study</p> <p>2. Able to explain the characteristics of market aspects. Able to explain the strengths, weaknesses, opportunities and threats of the business. Able to explain marketing strategies and marketing mix optimization strategies. Able to explain the company's competitive strategy in expanding its business; Able to explain methods, approaches, techniques and obstacles in measuring forecasting and demand for</p>	<p><b>Form of Assessment :</b> Participatory Activities</p>	<p>Workshop and Discussion 4 X 50</p>	<p><b>Material:</b> SKB <b>Library:</b> <i>Purwohandoko, et al. 2014. Business Feasibility Study. Surabaya: UNIPRESS.</i></p>	4%

products/services to see market opportunities

3. Able to explain operating systems and procedures; Able to calculate production capacity; Able to explain inventory management; Able to explain the facilities and production facilities needed to support technical activities in feasibility studies

4. Able to explain the type of work and describe the work required to support management in feasibility studies; Able to explain the job requirements needed to support management in feasibility studies. Able to explain the organizational structure within the company; Able to explain the workforce recruitment process; Able to explain the HR empowerment pattern needed to support management in feasibility studies

5. Able to calculate needs and sources of investment funds; Able to estimate business cash flow and the importance of cash flow in business valuation; Able to explain and assess investment proposals using various existing methods. Able to explain the concept of risk in investment assessment. Able to explain the costs that must be borne by the company, calculate the cost of capital from existing funding sources, explain alternative methods for linking investment decisions with spending decisions and cash flow management and use of capital costs

6. Able to explain types of business and business permit requirements; Able to explain business establishment procedures; Able to explain the impact of environmental pollution; Able to explain the impact of labor absorption on the environment; Able to explain the social, economic and cultural impacts on the environment

7. Able to analyze and

		<p>assess feasibility studies in terms of market and marketing aspects, technical/operational aspects, management aspects and workforce needs, financial aspects, and supporting aspects</p>					
4	Internship at the company	<p>1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies</p>	<p><b>Criteria:</b> logbook</p>	1 semester work practice			0%
5	Internship at the company	<p>1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies</p>	<p><b>Criteria:</b> logbook</p>	1 semester work practice			0%
6	Internship at the company	<p>1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies</p>	<p><b>Criteria:</b> logbook</p>	1 semester work practice			0%
7	Internship at the company	<p>1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies</p>	<p><b>Criteria:</b> logbook</p>	1 semester work practice			0%

8	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> Work Plan Report (LRK)  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	1 semester work practice			40%
9	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> logbook	1 semester work practice			0%
10	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> logbook	1 semester work practice			0%
11	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> logbook	1 semester work practice			0%
12	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> logbook	1 semester work practice			0%

13	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> logbook	1 semester work practice			0%
14	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> logbook	1 semester work practice			0%
15	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> logbook	1 semester work practice			0%
16	Internship at the company	1. Explain the type of work and describe the work required to support management in the feasibility study2. Describe the job requirements necessary to support management in the feasibility study3. Explain the organizational structure of the company 4. Explain the workforce recruitment process 5. Explain the pattern of HR empowerment needed to support management in feasibility studies	<b>Criteria:</b> Final Activity Report  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	4x50 seminars			50%

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	10%
2.	Project Results Assessment / Product Assessment	90%
		100%

#### 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** 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.
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.