



**Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Management Study Program**

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Managerial Economics	6120103033	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	3	August 25, 2023
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
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Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program which is charged to the course											
	PLO-14	(PLO 1) Graduates are able to master management theory as a whole										
	Program Objectives (PO)											
	PO - 1	CPMK1: C4. Students are able to study the basic concepts of managerial economics correctly.										
	PO - 2	CPMK2: C3. Students are able to use information technology to solve managerial problems appropriately.										
	PO - 3	CPMK3: C5. Students are able to recommend strategic decisions based on optimization techniques, cost analysis, production analysis and market structure										
	PO - 4	CPMK4: C2. Students are able to show intelligent character in analyzing economic information for managerial decisions										
	PLO-PO Matrix											
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PO-4												

	PO Matrix at the end of each learning stage (Sub-PO)																																																																																																																					
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Short Course Description	This course contains basic concepts of managerial economics, optimization techniques, demand and supply analysis, elasticity, consumer behavior analysis, basic concepts of production analysis, basic concepts of cost analysis, market structure and market determination, investment analysis of industrial projects which are used as tools for entrepreneur policy making. The learning method used is simulation by trying to simulate the role of a manager with company managerial cases. This course contains basic concepts of managerial economics, optimization techniques, supply and demand analysis, elasticity, analysis of consumer behavior, basic concepts of production analysis, basic concepts of cost analysis, market structure and market determination, and investment analysis of industrial projects used as a tool for making entrepreneurial policy. The learning method is a simulation by trying to simulate the role of a manager with company managerial cases.
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References	Main :

1. Dominick Salvator. 2003 . Manajerial Economics Edisi 4 jilid2. Jakarta, Erlangga.
2. Lincoln Arsyad. 2001. Ekonomi Manajerial . Jakarta, BPFE.
3. Yooopi Abimanyu. 2004. Ekonomi Manajerial . Bogor, GheliaIndonesia.
4. Vincent Gasperz. 2001. Ekonomi Manajerial . Jakarta, Gramedia.
5. William F. Samuelson DanStephen G. Marks. 2010. ManagerialEconomics. New York, John Willy and Soni.
6. Baye, Michael R. 2011. Managerial Economics and Business Strategy. Mc Graw-Hill

Supporters:

1. www.bi.go.id

Supporting lecturer

Drs. Ec. Budiono, M.Si.
 Prof. Dr. Jun Surjanti, S.E., M.Si.
 Agus Frianto, S.T., S.E., M.M.
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 Muhammad Rizky Ramadhan, BBus., MITHM.

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	Be able to examine the important role of managerial economics and the reasons for studying managerial economics		Form of Assessment : Participatory Activities	Structured assignment, PBL 3 x 50'	Discussion, 3 X 50	Material: The Role of Managerial Economics Reader: <i>Dominick Salvator. 2003 . Managerial Economics 4th Edition vol.2. Jakarta, Erlangga.</i>	3%
2	1.Able to examine company theory 2.Able to examine profits and their functions 3.Able to examine the concept of Total Business Management in modern industrial systems		Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Structured assignments and PBL 3 x 50'	Structured assignment activity 3 X 50	Material: Company theory; the concept of profit and its functions; Total Business Management Concept Library: <i>Lincoln Arsyad. 2001. Managerial Economics. Jakarta, BPFE.</i>	3%
3	Understand the scope of managerial economics		Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Structured assignments and PBL 3 X 50	Structured assignment activities; Project based Learning (PjBL) based learning. 3 X 50	Material: optimization Reader: <i>Vincent Gasperz. 2001. Managerial Economics. Jakarta, Gramedia.</i> Material: Understanding the scope of managerial economics Reader: <i>Lincoln Arsyad. 2001. Managerial Economics. Jakarta, BPFE.</i>	3%

4	Able to use demand and supply analysis in managerial decision making	4.1. Able to explain the basic concepts of demand theory 4.2 Able to explain the analysis of demand and changes in demand in total business management 5.1 Able to explain the basic concepts of supply theory 5.2 Able to explain the analysis of supply and changes in supply 5.3 Able to explain the analysis of market balance	Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Discussion, Case Study, assignment 3 x 50'	Structured assignments and PBL 3 X 50		3%
5	Able to use demand and supply analysis in managerial decision making		Form of Assessment : Participatory Activities, Practice/Performance	Discussion, Case Study, assignment 3 x 50	Structured assignments and PBL 3 x 50		3%
6	Able to use elasticity analysis tools for decision making	6.1 Able to explain the relationship between elasticity of demand and total revenue 6.2 Able to explain the relationship between elasticity of demand and marginal revenue 6.3 Able to explain advertising elasticity of demand 6.4 Able to use elasticity analysis in making business decisions, especially entrepreneurial activities	Form of Assessment : Participatory Activities, Practice/Performance	Discussion, Case Study 3 X 50	on line		0%
7	Able to make estimates using regression analysis tools		Form of Assessment : Participatory Activities, Practice/Performance	Discussion, Case Study 3 X 50			5%
8	Midterm exam		Form of Assessment : Test	Written Test 3 X 50	On line		15%
9	Able to carry out Consumer Behavior analysis	9.1. Able to explain the basic principles of consumer satisfaction 9.2. Able to explain the concept of maximizing consumer satisfaction 9.3. Able to explain the steps in consumer satisfaction research	Form of Assessment : Participatory Activities	Discussions, Case Studies, 3 X 50 assignments	on line		6%

10	Able to use Basic Concepts of Production Analysis in combining production factors	10.1. Able to understand the basic concepts of production systems and production functions 10.1. Able to understand the use of short-term production functions 10.2. Able to understand the use of long-term production functions	Form of Assessment : Participatory Activities	Discussion, Case Study 3 X 50	on line		7%
11	Able to use cost analysis tools for management policy making	11.1. Able to understand competitive advantage through reducing production costs 11.2. Able to understand the relationship between short-term production costs and short-term production 11.2. Able to understand short-term production function estimation 12.1. Able to understand long-term production function estimation 12.1. Able to carry out break-even analysis in entrepreneurial and business activities 12.2. Able to carry out profit contribution analysis	Form of Assessment : Participatory Activities	Discussions, Case Studies, 3 X 50 assignments	on line		6%
12	Able to use cost analysis tools for management policy making		Form of Assessment : Participatory Activities, Practice/Performance	Discussions, Case Studies, assignments	on line		6%
13	Able to use market structure analysis tools for management policy making	13.1. Able to understand the assumptions underlying market form 13.2. Able to understand the perfect competitive market structure 14.1. Able to understand monopoly market structure 14.2. Able to understand the market structure of monopolistic competition 14.3. Able to understand oligopoly market structure 14.4. Able to understand price determination in an oligopoly market structure	Form of Assessment : Participatory Activities	Discussions, Case Studies, 3 X 50 assignments			6%
14	Able to use market structure analysis tools for management policy making		Form of Assessment : Participatory Activities	Discussion, Case Study 3 x 50	on line		7%

15	Able to use project investment analysis tools to determine management policies	15.1. Able to understand the main framework for industrial project investment analysis 15.2. Able to understand industrial project evaluation criteria 15.3. Able to understand industrial project investment analysis and its application in entrepreneurial and business activities	Criteria: Rubric perception scale Form of Assessment : Participatory Activities, Practice/Performance	Discussion, Study, Case	online 3 X 50		7%
16	Final exams	Able to make strategic decisions about consumer behavior, production analysis, cost analysis, market structure, and investment project analysis	Form of Assessment : Test	Writing test	100 minute online test		20%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	49.5%
2.	Project Results Assessment / Product Assessment	4%
3.	Practice / Performance	11.5%
4.	Test	35%
		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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Forms of assessment:** test and non-test.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

