



**Universitas Negeri Surabaya
Vocational Faculty,
D4 Graphic Design Study Program**

**Document
Code**

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Creative Industry Business Management	9034202438	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	4	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	Nanda Nini Anggalih, S.Pd., M.Ds.	Dr. Martadi, M.Sn.	Asidigisianti Surya Patria, S.T., M.Pd.

Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																																						
	PLO-2	Demonstrate the character of being tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial spirit																																																																																																					
	PLO-4	Develop yourself continuously and collaborate.																																																																																																					
	Program Objectives (PO)																																																																																																						
	PO - 1	Students are able to explain the basics of management																																																																																																					
	PO - 2	Students are able to prepare business and marketing plans in the creative industry																																																																																																					
	PO - 3	Students can design businesses in the creative industry																																																																																																					
	PLO-PO Matrix																																																																																																						
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																																							
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Short Course Description	This course provides an introduction to the basics of management and provides students with the understanding and skills to be able to identify and evaluate business opportunities in the creative industry. Students will also be guided to be able to translate creative industry business opportunities into effective business plans in accordance with market developments. Lectures are delivered with theory and discussion strategies
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References	Main :	
		<ol style="list-style-type: none"> 1. Best K. 2006. Design Management: Managing Design Strategy, Process and Implementation . New York: Ava Academia. 2. M. Manullang. 2009. Dasar-Dasar Manajemen . Gajah Mada University Press. 3. Barringer, B. R., & Ireland, R. D. 2010. Entrepreneurship: Successfully launching new ventures . Upper Saddle River, N.J: Prentice Hall. 4. Osterwalder, A., Pigneur, Y., & Clark, T. 2010. Business model generation: A handbook for visionaries, game changers, and challengers . Hoboken, NJ: Wiley. 5. William, B. K., Sawyer, S. C., Berston, S. 2013. Business: A Practical Introduction . Upper Saddle River, N.J: Prentice Hall
	Supporters:	

Supporting lecturer		Dr. Irma Russanti, S.Pd., M.Ds. Asidigisianti Surya Patria, S.T., M.Pd. Nanda Nini Anggalih, S.Pd., M.Ds. Arieviana Ayu Laksmi, S.T., M.B.A.					
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	Understand the scope of studies and benefits in Creative Industry Business Management	1.Students can describe the importance of studying Creative Industry Business Management 2.Students can explain the scope of discussion in Creative Industry Business Management	Criteria: 1.Activeness in class discussions 2.Accuracy in answering questions in the quiz Form of Assessment : Participatory Activities	Lectures, discussions, questions and answers 2 X 50		Material: Scope of study and benefits in Creative Industry Business Management Library: M. Manullang. 2009. <i>Management Basics</i> . Gajah Mada University Press.	5%
2	Able to understand the basics of management	1.Students can explain the meaning of management 2.Students can describe the elements of management 3.Students can describe the Management process	Criteria: Activeness in class discussions Form of Assessment : Participatory Activities	Lectures, discussions, questions and answers, 2 X 50		Material: Basics of management Library: M. Manullang. 2009. <i>Management Basics</i> . Gajah Mada University Press.	5%
3	Able to understand the Creative Industry	1.Students can explain the meaning of Creative Industries 2.Students can explain the role of the Creative Industry 3.Students can describe opportunities in the Creative Industries	Criteria: Activeness in class discussions Form of Assessment : Participatory Activities	Lectures, discussions, questions and answers 2 X 50		Material: Creative Industries Reader: M. Manullang. 2009. <i>Management Basics</i> . Gajah Mada University Press.	5%
4	Able to recognize opportunities and create business ideas	1.Students can explain the importance of starting a new business 2.Students can explain how to start a business 3.Students can describe the obstacles and failures of an opportunity	Criteria: Activeness in class discussions Form of Assessment : Participatory Activities	Lectures, discussions, questions and answers 2 X 50		Material: Opportunities and creating business ideas References: Barringer, BR, & Ireland, RD 2010. <i>Entrepreneurship: Successfully launching new ventures</i> . Upper Saddle River, NJ: Prentice Hall.	5%
5	Able to evaluate the feasibility of a business idea	1.Students can explain the importance of analyzing the feasibility of a business idea 2.Students can evaluate the feasibility of business ideas	Criteria: 1.Activeness in class discussions 2.Completeness and suitability Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers 2 X 50		Material: Evaluation of the feasibility of a business idea References: Osterwalder, A., Pigneur, Y., & Clark, T. 2010. <i>Business model generation: A handbook for visionaries, game changers, and challengers</i> . Hoboken, NJ: Wiley.	10%

6	Able to evaluate the feasibility of a business idea	<ol style="list-style-type: none"> 1.Students can explain the importance of analyzing the feasibility of a business idea 2.Students can evaluate the feasibility of business ideas 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Activeness in class discussions 2.Completeness and suitability <p>Form of Assessment :</p> Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers 2 X 50		<p>Material:</p> Evaluation of the feasibility of a business idea <p>References:</p> <i>Osterwalder, A., Pigneur, Y., & Clark, T. 2010. Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley.</i>	10%
7	Able to prepare a Business Plan	<ol style="list-style-type: none"> 1.Students can describe the Business Plan 2.Students can prepare a Business Plan 3.Students can understand the systematics of the Business Plan 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Activeness in class discussions 2.Completeness and suitability <p>Form of Assessment :</p> Participatory Activities, Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers 2 X 50		<p>Material:</p> Business Plan <p>Bibliography:</p> <i>William, BK, Sawyer, SC, Berston, S. 2013. Business: A Practical Introduction. Upper Saddle River, NJ: Prentice Hall</i>	5%
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11	Able to understand organizational management and HR	<ol style="list-style-type: none"> 1.Students can explain the definition and function of an organization 2.Students can create organizational designs 3.Students can explain HR management 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers 2 X 50		<p>Material: Organizational management and HR</p> <p>References: <i>William, BK, Sawyer, SC, Berston, S. 2013. Business: A Practical Introduction. Upper Saddle River, NJ: Prentice Hall</i></p>	5%
12	Able to understand production management	<ol style="list-style-type: none"> 1.Students can describe the importance of production management in business 2.Students can describe the production management process 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions, questions and answers 2 X 50		<p>Material: Production management</p> <p>Bibliography: <i>William, BK, Sawyer, SC, Berston, S. 2013. Business: A Practical Introduction. Upper Saddle River, NJ: Prentice Hall</i></p>	5%
13	Able to understand marketing management	<ol style="list-style-type: none"> 1.Students can understand the overall marketing concept 2.Students can understand marketing strategies 3.Students can understand digital marketing 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers 2 X 50		<p>Material: Marketing management</p> <p>Bibliography: <i>William, BK, Sawyer, SC, Berston, S. 2013. Business: A Practical Introduction. Upper Saddle River, NJ: Prentice Hall</i></p>	5%
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15	Able to understand financial management and administration	<ol style="list-style-type: none"> 1.Students can understand the concept of financial management as a whole 2.Students can explain financial recording 3.Students can describe the types of administrative records 	<p>Criteria: Activeness in class discussions</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers 2 X 50		<p>Material: Financial management and administration</p> <p>Bibliography: <i>William, BK, Sawyer, SC, Berston, S. 2013. Business: A Practical Introduction. Upper Saddle River, NJ: Prentice Hall</i></p>	10%
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Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	62.5%
2.	Project Results Assessment / Product Assessment	37.5%
		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** 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.