



Universitas Negeri Surabaya
Faculty of Languages and Arts
Bachelor of Visual Communication Design Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date																																																																																																								
ENTREPRENEURSHIP	9024102056	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	3	May 4, 2023																																																																																																								
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator																																																																																																									
	Kanya Catya, S.T., M.A.				Marsudi, S.Pd., M.Pd.																																																																																																									
Learning model	Project Based Learning																																																																																																														
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																																														
	PLO-2	Demonstrate the character of being tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial spirit																																																																																																													
	PLO-8	Able to plan the process of reviewing Visual Communication Design work from the concept stage, method, to final completion using a Visual Communication Design scientific approach based on the latest technological developments.																																																																																																													
	PLO-11	Able to develop Visual Communication Design with a creativepreneurship approach oriented to the latest information technology developments.																																																																																																													
	Program Objectives (PO)																																																																																																														
	PO - 1	Contribute and have a sense of responsibility in efforts to improve the quality of life in society, nation and state based on Pancasila through entrepreneurship																																																																																																													
	PO - 2	Able to complete a wide scope of work and analyze data using a variety of appropriate methods, both non-standard and standard in entrepreneurship																																																																																																													
	PO - 3	Mastering facts, concepts, principles, laws, theories and methodologies in entrepreneurship																																																																																																													
	PO - 4	Able to develop Visual Communication Design in entrepreneurship with a creativepreneurship approach.																																																																																																													
	PLO-PO Matrix																																																																																																														
		<table border="1" style="width: 100%; text-align: center; border-collapse: collapse;"> <thead> <tr> <th>P.O</th> <th>PLO-2</th> <th>PLO-8</th> <th colspan="4">PLO-11</th> </tr> </thead> <tbody> <tr> <td>PO-1</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> </tr> <tr> <td>PO-3</td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>PO-4</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table>						P.O	PLO-2	PLO-8	PLO-11				PO-1	✓						PO-2	✓						PO-3	✓				✓		PO-4	✓		✓		✓																																																																						
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Short Course Description	This course facilitates students to hone their entrepreneurial competencies and apply them through planning, establishing, managing and developing a business in the visual communication design industry. The lecture material contains a series of theories and practices so that students can experience, train and apply knowledge, skills and attitudes in a business environment (exhibitions, platforms and regional and national competitions).																																																																																																														
References	Main :																																																																																																														
	<ol style="list-style-type: none"> 1. Hendro. 2011. Dasar-Dasar Kewirausahaan . Jakarta: Erlangga 2. Setiawan. Toni. 2012. Entrepreneurship . Jakarta: Oryza 3. Wijandi, Soesarsono. 1997. Pengantar Kewiraswastaan . Jakarta: Sinar Baru Algensindo 4. Tim. 2016. Kewirausahaan . Surabaya: University press 																																																																																																														
	Supporters:																																																																																																														

		1. Youtube 2. Jurnal Kewirausahaan					
Supporting lecturer	Muhamad Ro'is Abidin, S.Pd., M.Pd. Kanya Catya, S.T., M.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	Students know the basic concepts and scope of the field of graphic entrepreneurship	Students are able to explain the basic ideas or concepts and scope of the field of graphic entrepreneurship	Criteria: 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities	Face to face and online explanations, discussions, and FGD (Focus Group Discussion) 3 X 50		Material: Basics of entrepreneurship Reader: Setiawan. Tony. 2012. <i>Entrepreneurship</i> . Jakarta: Oryza Material: Basics of Entrepreneurship Reader: Hendro. 2011. <i>Basics of Entrepreneurship</i> . Jakarta: Erlangga Material: Basics of Entrepreneurship Literature: Wijandi, Soesarsono. 1997. <i>Introduction to Entrepreneurship</i> . Jakarta: Sinar Baru Algensindo Material: Basics of Entrepreneurship Library: Team. 2016. <i>Entrepreneurship</i> . Surabaya: University press	5%
2	Students know the basic concepts and scope of the field of graphic entrepreneurship	Students are able to explain the basic ideas or concepts and scope of the field of graphic entrepreneurship	Criteria: 1.Students attend lectures 2.Students are actively involved in discussions Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Face to face and online explanations, discussions, and FGD (Focus Group Discussion) 3 X 50		Material: Basics of entrepreneurship Reader: Hendro. 2011. <i>Basics of Entrepreneurship</i> . Jakarta: Erlangga Material: Basics of entrepreneurship Reader: Setiawan. Tony. 2012. <i>Entrepreneurship</i> . Jakarta: Oryza Material: Basics of entrepreneurship Reader: Wijandi, Soesarsono. 1997. <i>Introduction to Entrepreneurship</i> . Jakarta: Sinar Baru Algensindo Material: Basics of entrepreneurship Reference: Team. 2016. <i>Entrepreneurship</i> . Surabaya: University press	4%

3	Students explore opportunities to plan innovation	Able to explore opportunities and explain business plan ideas that will be built and run according to the field	Criteria: 1.Honesty, discipline, creativity 2.Assignments are submitted according to the specified time schedule 3.High motivation and interest 4.Completeness and suitability of tasks Form of Assessment : Project Results Assessment / Product Assessment	Face to face online, discussion, question and answer 3 X 50		Material: Innovation and Business Plan Ideas Reference: <i>Team. 2016. Entrepreneurship. Surabaya: University press</i>	6%
4	Create an innovation plan/business plan idea	Students are able to create innovation plans/business ideas that have the potential for growth and sustainability	Criteria: 1.Completeness and suitability of tasks 2.Assignments are submitted according to the specified time schedule 3.Honesty, discipline, creativity 4.High motivation and interest Form of Assessment : Project Results Assessment / Product Assessment	Online explanations, paper assignments and 3 X 50 presentations		Material: Innovation and Business Plan Ideas Reference: <i>Team. 2016. Entrepreneurship. Surabaya: University press</i>	5%
5	Create an innovation plan/business plan idea	Students are able to create innovation plans/business ideas that have the potential for growth and sustainability	Criteria: 1.Completeness and suitability of tasks 2.Assignments are submitted according to the specified time schedule 3.Honesty, discipline, creativity 4.High motivation and interest Form of Assessment : Project Results Assessment / Product Assessment	Online explanations, paper assignments and 3 X 50 presentations		Material: Innovation and Business Plan Ideas Reference: <i>Team. 2016. Entrepreneurship. Surabaya: University press</i>	5%
6	Students test their ideas by conducting market tests and seeking feedback to determine improvement steps and plan strategies	Students are able to conduct market research to get feedback about the products/services they offer	Criteria: 1.Assignments are submitted according to the specified time schedule 2.Completeness and suitability of tasks 3.Honesty, discipline, creativity 4.High motivation and interest Form of Assessment : Project Results Assessment / Product Assessment	Online explanation, practice and assistance 3 X 50		Material: Market test Reader: <i>Team. 2016. Entrepreneurship. Surabaya: University press</i> Material: Business Feasibility Test Library: <i>Setiawan. Tony. 2012. Entrepreneurship. Jakarta: Oryza</i>	5%

7	Students test their ideas by conducting market tests and seeking feedback to determine improvement steps and plan strategies	Students are able to conduct market research to get feedback about the products/services they offer	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assignments are submitted according to the specified time schedule 2. Completeness and suitability of tasks 3. Honesty, discipline, creativity 4. High motivation and interest <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Online explanation, practice and assistance 3 X 50		<p>Material: Market test Reader: Team. 2016. <i>Entrepreneurship. Surabaya: University press</i></p> <hr/> <p>Material: Business Feasibility Test Library: Setiawan. Tony. 2012. <i>Entrepreneurship. Jakarta: Oryza</i></p>	5%
8	UTS	Students are able to present the basic concepts of the products/services they offer	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assignments are submitted according to the specified time schedule 2. Completeness and suitability of tasks 3. Honesty, discipline, creativity 4. High motivation and interest <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Online explanation, practice and assistance 3 X 50		<p>Material: Market test Reader: Team. 2016. <i>Entrepreneurship. Surabaya: University press</i></p> <hr/> <p>Material: Business Feasibility Test Library: Setiawan. Tony. 2012. <i>Entrepreneurship. Jakarta: Oryza</i></p>	10%
9	Students create the business product/service offered (final product with detailed design)	Students are able to perfect the products/services that will be offered to consumers	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assignments are submitted according to the specified time schedule 2. Completeness and suitability of tasks 3. Honesty, discipline, creativity 4. High motivation and interest <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Practical assignments and assistance 3 X 50		<p>Material: Business proposal Reference: Team. 2016. <i>Entrepreneurship. Surabaya: University press</i></p>	5%
10	Students create the business product/service offered (final product with detailed design)	Students are able to perfect the products/services that will be offered to consumers	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assignments are submitted according to the specified time schedule 2. Completeness and suitability of tasks 3. Honesty, discipline, creativity 4. High motivation and interest <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Practical assignments and assistance 3 X 50		<p>Material: Business proposal Reference: Team. 2016. <i>Entrepreneurship. Surabaya: University press</i></p>	5%

11	Students create the business product/service offered (final product with detailed design)	Students are able to perfect the products/services that will be offered to consumers	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assignments are submitted according to the specified time schedule 2. Completeness and suitability of tasks 3. Honesty, discipline, creativity 4. High motivation and interest <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Practical assignments and assistance 3 X 50		<p>Material: Business proposal Reference: <i>Team. 2016. Entrepreneurship. Surabaya: University press</i></p>	5%
12	Students execute their business plans and achieve resource growth, turnover and market expansion	Students are able to sell and market their products or services and achieve resource growth, turnover and market expansion	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assignments are submitted according to the specified time schedule 2. Completeness and suitability of tasks 3. Honesty, discipline, creativity 4. High motivation and interest <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Practical assignments, assistance and presentations 3 X 50		<p>Material: resource growth, turnover and market expansion Reader: <i>Team. 2016. Entrepreneurship. Surabaya: University press</i></p>	5%
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15	Students execute their business plans and achieve resource growth, turnover and market expansion	Students are able to sell and market their products or services and achieve resource growth, turnover and market expansion	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assignments are submitted according to the specified time schedule 2. Completeness and suitability of tasks 3. Honesty, discipline, creativity 4. High motivation and interest <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Practical assignments, assistance and presentations 3 X 50		<p>Material: resource growth, turnover and market expansion Reader: <i>Team. 2016. Entrepreneurship. Surabaya: University press</i></p>	5%
16	Students execute their business plans and achieve resource growth, turnover and market expansion	Students are able to sell and market their products or services and achieve resource growth, turnover and market expansion	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assignments are submitted according to the specified time schedule 2. Completeness and suitability of tasks 3. Honesty, discipline, creativity 4. High motivation and interest <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Practical assignments, assistance and presentations 3 X 50		<p>Material: resource growth, turnover and market expansion Reader: <i>Team. 2016. Entrepreneurship. Surabaya: University press</i></p>	20%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	7%
2.	Project Results Assessment / Product Assessment	93%
		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.

