



UNIVERSITY OF BRAWIJAYA

FACULTY OF ADMINISTRATIVE SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION/ BUSINESS ADMINISTRATION
STUDY PROGRAM

SEMESTER LEARNING PLAN

SUBJECT		CODE	COURSE CLUBS	WEIGHT (credits)	SEMESTER	Date of Compilation
Introduction to Business		JAB60001		3	2	January 19, 2023
AUTHORIZATION		RPS Developer Lecturer		RMK Coordinator	Head of Study Program	
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		Signature			Signature	
		1. 2.			Signature	
Learning Outcomes	CPL PROGRAM					
	CPL2	Students are able to design, implement and report scientific studies and prepare recommendations for solving problems.				
	CPL5	Students are able to use and develop the concepts of organizational governance, entrepreneurship and management functions in the context of organizational management and strategic decision making.				
	CPL6	Students are able to use economic, political and ethical concepts to develop business ventures that are oriented towards stakeholder interests at local and international levels.				
	CP – MK					

	After taking this course, students are able to
CPMK1	Understanding the company's external environment that impacts business operations (CPL5, CPL6)
CPMK2	Explaining various forms of business seen from ownership and business sector (CPL2, CPL5)
CPMK3	Building an entrepreneurial attitude (CPL5)
CPMK4	Explaining how to start a startup (CPL5)
CPMK5	Describe business functions (CPL2, CPL5, CPL6)
CPMK6	Identifying opportunities and threats of globalization in business (CPL2, CPL6)
CPMK-CPL Weight Mapping	

	CPL1	CPL2	CPL3	CPL4	CPL5	CPL6
CPMK1	0	0	0	0	0.5	0.5
CPMK2	0	0.4	0	0	0.6	0
CPMK3	0	0	0	0	1	0
CPMK4	0	0	0	0	1	0
CPMK5	0	0.2	0	0	0.4	0.4
CPMK6	0	0.4	0	0	0	0.6

MK Brief Description	This course is conducted based on case-based study. In addition, explain the general business concept that consists of basic principles and practice contemporary business, this course convey issues relevant to the business environment, business ownership, entrepreneurship, governance company, marketing and finance. After taking this course, students are expected to be able to explain his understanding about business concepts as a basis for studying further business subjects by using cases used in the teaching and learning process.
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Learning Materials / Topics	1. Introduction 2. Risk and financial analysis in running a business 3. Understanding the economic environment and its impact on operationbusiness 4. Running a business in the global era 5. Ethical considerations and social responsibility in managing a company 6. Entrepreneurship and start-ups 7. Leadership in business management 8. Organizational Structure to Answer Challenges 9. Company operations management 10. Motivation at work 11. HR 12. Marketing 13. Accounting and finance 14. TechnologyInformation	
Library	Main	
	1. William G. Nickels, James M. McHugh, Susan M. McHugh, 2018. Understanding Business. McGraw-Hill Education	
	Supporters	
	2. Jones, GR, 2007. Introduction to business: How companies create value for people. Irwin/McGraw-Hill. 3. Madura, J., 2001, Introduction to Business, Thomson Learning, Canada.	
Instructional Media	Software :	Hardware :
	Gmeet, Zoom, GCR	LCD and Projector
Team Teaching	Group of Lecturers Teaching Introduction to Business Courses	
Course Requirements	-	

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
1	Introduction and explanation of basic business concepts	Accuracy in explaining basic business concepts	Assessment criteria: <ul style="list-style-type: none"> ● Accuracy Form of assessment: <ul style="list-style-type: none"> ● Non-exam basis: in-class activities ● Test basis: UTS 	<ul style="list-style-type: none"> ● Lecture and Q&A ● Discussion and Q&A 	[TM for 2x50'] [TM for 1x50']	1. Basic business concepts 2. Purpose of business activities [1], [2], [3]	1.5%
2	Students are able identify, evaluate various risks and opportunities in running a business,	Accuracy in identifying, evaluating various risks and opportunities in running a business	Assessment criteria: <ul style="list-style-type: none"> ● Accuracy Form of assessment: <ul style="list-style-type: none"> ● Non-exam basis: in-class activities ● Test basis: UTS 	<ul style="list-style-type: none"> ● Lecture and Q&A ● Discussion and Q&Ab 	[TM for 2x50'] [TM for 1x50']	1. The concept of profit and risk 2. The difference between entrepreneurship and working for someone else 3. The influence of the economic environment on business operations 4. The impact of technology on business operations 5. The impact of social change on business operations 6. Threats and the hand of globalization on business aspects 51], [2]	6%

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
3	Students are able to understand the economic environment and its impact on operation business	Accuracy in explaining environmenteconomy and identify its impact on business practices	Assessment criteria: <ul style="list-style-type: none"> • Accuracy Formevaluation: <ul style="list-style-type: none"> • Non-exam basis: in-class activities • Test basis: UTS 	<ul style="list-style-type: none"> • Lecture and Q&A • Discussion and Q&Ab 	[TM for 2x50'] [TM for 1x50']	1. Comparison of capitalist and centralized systems 2. Explaining the concept of free market 3. Mixed economic system 4. Explaining the economy inIndonesia 5. Explainindicator-economice indicators 6. Explaining the policyfiscaland monetary [1]	2%
4	Students are able to explain business in a global context	Accuracy in explaining and practicing business in a global context	Assessment criteria: <ul style="list-style-type: none"> • Accuracy Form of assessment: <ul style="list-style-type: none"> • Non-exam basis: in-class activities • Test basis: UTS 	<ul style="list-style-type: none"> • Lecture and Q&A • Discussion and Q&Ab 	[TM for 2x50'] [TM for 1x50']	1.The urgency of global markets and the role of competitiveness in global trade 2. Import and export activities in international trade 3. Strategy to enter the global market 4. The role of MNC companies 5. Debate on the advantages and disadvantages of protection in the global market. [1]	6%
5	Students are able to explain ethical considerations and	Accuracy in explainingpracticeethics andresponsibility	Assessment criteria: <ul style="list-style-type: none"> • Accuracy 	<ul style="list-style-type: none"> • Lecture and Q&A • Discussion and Q&Ab 	[TM for 2x50'] [TM for 1x50']	1. The importance of legal considerations in business	6%

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
	social responsibility in business management.	socialin business practice	Form of assessment: <ul style="list-style-type: none"> • Non-exam basis: in-class activities • Test basis: UTS 			2. The role of management in implementing ethics in business 3. The difference between <i>compliance based</i> and integrity-based ethics codes 4. Implementation of corporate social responsibility [1], [2]	
6	Students are able to explain entrepreneurship and start-up businesses	Accuracy in explaining conceptsEntrepreneurship and start-ups 3.1	Assessment criteria: <ul style="list-style-type: none"> • Accuracy Form of assessment: <ul style="list-style-type: none"> • Non-exam basis: in-class activities • Test basis: UTS 	<ul style="list-style-type: none"> • Lecture and Q&A • Discussion and Q&Ab 	[TM for 2x50'] [TM for 1x50']	1. Basic concepts of entrepreneurship 2. Entrepreneurial motivation 3. Forms of entrepreneurship 4. Strategy for starting a business 5. Differences between start-ups and SMEs 6. The strategic role of SMEs for the Indonesian economy 7. Challenges for SMEs in entering the global market [1], [2], [3]	6%
7	Students are able to explain leadership in business management	Accuracy in explaining conceptsLeadership in business management	Assessment criteria: <ul style="list-style-type: none"> • Accuracy 	<ul style="list-style-type: none"> • Lecture and Q&A • Discussion and Q&Ab 	[TM for 2x50'] [TM for 1x50']	1. Leadership challenges in the current context 2. Management function	1.5%

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
			Form of assessment: <ul style="list-style-type: none"> • Non-exam basis: in-class activities • Test basis: UTS 			3.Planning and decision-making process 4.Organizational functions of management 5.The difference between a leader and a manager 6. Forms of leadership styles [1], [2], [3]	
8	UTS						
9	Students are able to explain StructureOrganization s to Answer Challenges	Accuracy in explaining the theory and application of organizational structure theory	Assessment criteria: <ul style="list-style-type: none"> • Accuracy Form of assessment: <ul style="list-style-type: none"> • Non-exam basis: in-class activities • Test basis: UUS 	<ul style="list-style-type: none"> • Lecture and Q&A • Discussion and Q&Ab 	[TM for 2x50'] [TM for 1x50']	1. Organizational structure theories 2. Implementation of organizational structure theory in business practice [1], [2], [3]	2%
10	Students are able to explain company operations management	Accuracy in explaining the concept of operations management	Assessment criteria: <ul style="list-style-type: none"> • Accuracy Form of assessment:	<ul style="list-style-type: none"> • Lecture and Q&A • Group presentations and discussions 	[TM for 2x50'] [TM for 1x50']	1. General concepts of operations management 2. Evolution of managementproductionto wards operations management	12%

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
			<ul style="list-style-type: none"> Non-exam basis: in-class activities Test basis: UUS 			3. Types of operating systems 4. Production planning [2], [3]	
11	Students are able to explain the theory of motivation in work	Accuracy in explaining the theory and application of motivation theory	Assessment criteria: <ul style="list-style-type: none"> Accuracy Form of assessment: <ul style="list-style-type: none"> Non-exam basis: in-class activities Test basis: UUS 	<ul style="list-style-type: none"> Lecture and Q&A Group presentations and discussions 	[TM for 2x50'] [TM for 1x50']	1. Motivation theories 2. Implementation of motivation theory in business practice [3]	12%
12	Students are able to explain Human Resource Management	Accuracy in explaining HR aspects	Assessment criteria: <ul style="list-style-type: none"> Accuracy Form of assessment: <ul style="list-style-type: none"> Non-exam basis: in-class activities 	<ul style="list-style-type: none"> Lecture and Q&A Group presentations and discussions 	[TM for 2x50'] [TM for 1x50']	1. The urgency of HR management in business organizations 2. Human Resource Planning 3. Method recruitment and the challenges that surround it 4. Training methods 5. Employee performance appraisal and compensation methods	12%

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
			<ul style="list-style-type: none"> Test basis: UUS 			[1], [2], [3]	
13	Students are able to explain Marketing	Accuracy explain marketing aspects	Assessment criteria: <ul style="list-style-type: none"> Accuracy Form of assessment: <ul style="list-style-type: none"> Non-exam basis: in-class activities Test basis: UAS 	<ul style="list-style-type: none"> Lecture and Q&A Group presentations and discussions 	[TM for 2x50'] [TM for 1x50']	1. Define marketing, and apply marketing concepts to both profit and non-profit organizations. 2. Four Ps of marketing 3. Marketing research process 4. Marketers use environmental scanning to learn about changes in the marketing environment. 5. Marketers apply market segmentation tools, relationship marketing, and studies of consumer behavior. 6. Business-to-business market and consumer market. [1], [2], [3]	12%
14	Students are able to explain Accountancy and finance	Accuracy explain draft accountancy and finance	Assessment criteria: <ul style="list-style-type: none"> Accuracy Form of assessment: <ul style="list-style-type: none"> Non-exam basis: 	<ul style="list-style-type: none"> Lecture and Q&A Group presentations and discussions 	[TM for 2x50'] [TM for 1x50']	1. The role of accounting and financial information in a company 2. Cycle accountancy finance 3. Financial statements 4. Analysis financial ratio 5. Company financial performance	12%

[illegible]

CPL PS S1 Business Administration

The graduate learning outcomes (CPL) of the UB Bachelor of Business Administration Study Program are as follows.

CPL1: Students are able to develop an attitude of nationalism, respect the opinions of others, obey the law, be entrepreneurial, and contribute socially to society.

CPL2: Students are able to design, implement and report scientific studies and prepare recommendations for solving problems.

CPL3: Students are able to utilize the latest information technology media to develop business units.

CPL4: Students are able to communicate and be responsible for policies taken both individually and in groups.

CPL5: Students are able to use and develop the concepts of organizational governance, entrepreneurship and management functions in the context of organizational management and strategic decision making.

CPL6: Students are able to use economic, political and ethical concepts to develop business ventures that are oriented towards stakeholder interests at local and international levels.

TASK DESIGN

The assignments carried out in this lecture are in the form of Structured Assignments and Independent/Group Assignments.

- a. Structured lecture assignments are independent assignments for students in the form of homework according to the topics presented in lectures, which are completed individually.
- b. Group presentation assignments consist of creating group papers on topics and cases from reference books with a specific writing format and presented in class.

PercentageEvaluation

Types of Assessment	Weight
Activity	3 %

Types of Assessment	Weight
Task	12%
Presentation (case based)	54%
UTS	16 %
UAS	15%

CPL assessment and evaluation table at MK

Week to:	CPL	CPMK	Questions (Weight%)	Assessment Weight (test/non-test)	Weight (%)
1	5, 6	1	Activity 1 (Material 1)	1.5	1.5
2	2, 5, 6	1, 2, 3	Task 1 Essay Question 1 (Material 2) Mid-term exam questions (Question 1)	2 4	6
3	2, 5	2	Task 2 Essay Question 2 (Material 3)	2	2
4	2, 5, 6	2, 6	Task 3 Mid-term exam questions (Question 2)	2 4	6
5	5, 6	1	Task 4 Mid-term exam questions (Question 3)	2 4	6
6	5	3, 4	Task 5 Mid-term exam questions (Question 4)	2 4	6
7	2, 5, 6	1, 2, 3,4	Activity 2 (Lesson 7)	1.5	1.5
Mid-Semester Exam (UTS): Question 1, Question 2, Question 3, and Question 4					
9	2, 5, 6	1, 5	Task 6 Essay Question 3 (Material 9)	2	2
10	2, 5, 6	5	Group presentation and discussion 1 (Material 10) Final Exam Questions (Question 1)	9 3	12

Week to:	CPL	CPMK	Questions (Weight%)	Assessment Weight (test/non-test)	Weight (%)
11	5, 6	1	Group presentation and discussion 2 (Material 11) Final Exam Questions (Question 2)	9 3	12
12	2, 5, 6	5, 6	Group presentation and discussion 3 (Material 12) Final Exam Questions (Question 3)	9 3	12
13	2, 5, 6	5, 6	Group presentation and discussion 4 (Material 13) Final Exam Questions (Question 4)	9 3	12
14	2, 5, 6	5, 6	Group presentation and discussion 5 (Material 14) Final Exam Questions (Question 5)	9 3	12
15	2, 5, 6	5, 6	Group presentation and discussion 6 (Material 15)	9	9
Final Semester Exam (UAS): Question 1, Question 2, Question 3, Question 4 and Question 5					
Total weight (%)				100	100

DETERMINATION OF FINAL VALUE

Final Value Range (NA)	Quality Letters	Quality Score
> 80	A	4
75 < NA ≤ 80	B+	3.5
69 < NA ≤ 75	B	3
60 < NA ≤ 69	C+	2.5
55 < NA ≤ 60	C	2
50 < NA ≤ 55	D+	1.5

44 <NA≤50	D	1
0 < NA≤44	E	0

Assessment Weight Mapping - CPMK

Assessment	CPMK1	CPMK2	CPMK3	CPMK4	CPMK5	CPMK6
Activity 1	1	0	0	0	0	0
Activity 2	0.25	0.25	0.25	0.25	0	0
Task 1	0.3	0.3	0.4	0	0	0
Task 2	0	0.5	0	0	0	0.5
Task 3	0	0.5	0	0	0	0.5
Task 4	1	0	0	0	0	0
Task 5	0	0	0.5	0.5	0	0
Task 6	0.5	0	0	0	0.5	0
Group presentation 1	0.2	0.2	0.2	0.2	0	0.2
Group 2 presentation	1	0	0	0	0	0
Group 3 presentation	0	0	0	0	0.5	0.5
Group 4 presentation	0	0	0	0	0.5	0.5
Group 5 presentation	0	0	0	0	0.5	0.5
Group 6 presentation	0	0	0	0	0.5	0.5
UTS	0.2	0.2	0.2	0.2	0	0.2
UAS	0.2	0	0	0	0.4	0.4