



WORKLOAD ASSESSMENT

Introduction To Business

UNDERGRADUATE PROGRAMME IN
ISLAMIC ECONOMICS
FACULTY ECONOMICS AND BUSINESS

UNIVERSITAS NEGERI SURABAYA

Introduction to Business

Undergraduate Program of Islamic Economics
Faculty of Economics and Business
Universitas Negeri Surabaya

Universitas Negeri Surabaya
2023/2024

PORTOFOLIO OF INTRODUCTION TO BUSINESS

ACADEMIC YEAR 2023/2024

Module Coordinator:

Dr. Khusnul Fikriyah, S.E., M.SEI

Team:

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A. Learning Activities Plan

1. Course Identity

Module name	:	Introduction to Business
Module level	:	Bachelor Degree/Undergraduate Program
Course Code	:	6020203040
Abbreviation/(if applicable)	:	-
Subheading (if applicable)	:	-
Courses included in the module (if applicable)	:	-
Semester/term	:	4 th /Fourth Year
Module Coordinator	:	Dr. Khusnul Fikriyah, S.E., M.SEI
Lecturer(s)	:	Fitriah Dwi Susilowati, S.Sos., M.SM Yan Putra Timur, S.M., M.SEI. Irfan Ramis, S.E., M.E
Language	:	Indonesia and English
Classification within the curriculum	:	Compulsory
Teaching format/class per week during semester	:	3 Credits x 170/60 = 8 hours and 30 minutes/week
Workload	:	Lecturer hours per week 3 Credits x 50/60 = 2 hours and 30 minutes Structured assignment hours per week 3 Credits x 60/60 = 3 hours Self-Study hours per week 3 Credits x 60/60 = 3 hours
Course Credits	:	3
Requirements	:	-
Learning	:	<i>General Competence</i>
Goals/Competencies	:	Able to work either independently or in groups. <i>Special Competence</i> Able to design business planning under sharia concept, as well as implement it. <i>Knowledge</i> Able to master the theory of Islamic Economics, Islamic Business, and Islamic Finance as a whole. <i>Attitude</i> Have ethics and work ethic following Shariah in the field of work.
Contents	:	This course is intended to comprehend the position of business entities in the economic system as well as the roles of various stakeholders in the development and success of business entities, the functions of business management, and the interrelation of business entities with the environment. In this course, students also learn to explain the components of business planning by applying the knowledge acquired during the learning process.

- Attribute of soft skill : Soft skills needed include critical thinking, problem-solving, communication, attention to detail, adaptability, and the ability to analyze and synthesize complex information from diverse sources effectively.
- Study/Exam Achievement : Students are considered competent and pass if they receive the final grade at least C
 Final grades is calculated according to the formula:
 Final grades = (20% x Assignment)+(30% x Performance)+(50% x Project)

Conversion of the 0-100 scale to 0-4 scale and the letters are arranged as follows:

Letter Grade	Scale	Score Interval
A	4,00	$85 \leq A < 100$
A-	3,75	$80 \leq A- < 85$
B+	3,50	$75 \leq B+ < 80$
B	3,00	$70 \leq B < 75$
B-	2,75	$65 \leq B- < 70$
C+	2,50	$60 \leq C+ < 65$
C	2,00	$55 \leq C < 60$
D	2,00	$40 \leq D < 55$
E	0,00	$0 \leq E < 40$

- Form of Media : Slides, Video
- References : Main
1. Purwanto, E. (2020). Pengantar bisnis: Era revolusi industri 4.0
 2. William Nickels, J. M. and S. M. (2022) Understanding Business, 13th Edition. McGraw Hill.
 3. Louis E. Boone, David L. Kurtz, B. C. (2019) Contemporary Business 19th Edition. Wiley.


Support

1. William M Pride (2018) Foundation of Business. South Western Educational Publishing.

2. Course Topic

This course explores the concept of business introduction, explaining business concepts in the era of globalization, elucidating business planning components, identifying business-influencing environments, defining and identifying business ethics, and composing SWOT analysis.

3. Semester Lesson Plan

		UNIVERSITAS NEGERI SURABAYA FACULTY OF ECONOMICS AND BUSINESS ISLAMIC ECONOMICS STUDY PROGRAM				Document Code 2024	
RENCANA PEMBELAJARAN SEMESTER							
COURSE		CODE	Course Cluster	Credits		SEMESTER/ ECTS	Date
Introduction to Business		6020203040		T = 3	P = 0	4/4.77	07/02/2024
Authorization 		SLP Developer		Course Cluster Coordinator		Coordinator of Study Program	
		Dr. Khusnul Fikriyah, S.E., M.SEI		Dr. Khusnul Fikriyah, S.E., M.SEI		Dr. Ahmad Ajib Ridlwan, S.Pd., M.SEI.	
Learning Outcome	PLO attached to Course						
	PLO-2	Have ethics and work ethic following Shariah in the field of work.					
	PLO-10	Able to master the theory of Islamic Economics, Islamic Business, and Islamic Finance as a whole.					
	PLO-8	Able to design business planning under sharia concept, as well as implement it.					
	PLO-3	Able to master the theory of Islamic Economics, Islamic Business, and Islamic Finance as a whole.					
	Course Learning Outcome (CLO)						
	CLO-1	Proficient in mastering the theory of business introduction comprehensively.					
	CLO-2	Able to analyze and practice Sharia-compliant work ethics.					
	CLO-3	Capable of designing business plans by Sharia concepts.					
	Sub-CLO						
	Sub-CLO1	Able to describe concept of introduction to business					
	Sub-CLO2	Able to describe concept of business in globalization era					
	Sub-CLO3	Able to explain components of business plan					
Sub-CLO4	Able to identify environment that affect to business						

	Sub-CLO5	Able to define and identify business ethics					
	Sub-CLO6	Able to make SWOT Analysis in business					
	Correlation of CLO and Sub-CLO						
		Sub-CLO 1	Sub-CLO 2	Sub-CLO 3	Sub-CLO 4	Sub-CLO 5	Sub-CLO 6
	CLO1	✓	✓				
	CLO2					✓	
	CLO3			✓	✓		✓
	CLO4						
Course Description	This course is intended to comprehend the position of business entities in the economic system as well as the roles of various stakeholders in the development and success of business entities, the functions of business management, and the interrelation of business entities with the environment. In this course, students also learn to explain the components of business planning by applying the knowledge acquired during the learning process. The discussion in this course is related to describing the concept of business introduction, explaining business concepts in the era of globalization, elucidating business planning components, identifying business-influencing environments, defining and identifying business ethics, and composing SWOT analysis.						
Learning Materials	business concept in globalization era, Identifying the Company's Business Environment, , Distinguish the character of each type of business with its business scale & form of business entity, the concept of Ethics and Corporate Social Responsibility, the concept of management and organizational governance, Identify SWOT analysis, Applying Marketing Aspects in business activities, Applying Operational Aspects in business activities, Human Resources aspects in business activities, Apply financial and accounting aspects in business activities, Describes SIM in the business realm, Develop a Business Plan Concept for the company's business aspects						
References	Main:						
	<ol style="list-style-type: none"> 1. Purwanto, E. (2020). Pengantar bisnis: Era revolusi industri 4.0 2. William Nickels, J. M. and S. M. (2022) Understanding Business, 13th Edition. McGraw Hill. 3. Louis E. Boone, David L. Kurtz, B. C. (2019) Contemporary Business 19th Edition. Wiley. 						
	Support:						
	William M Pride (2018) Foundation of Business. South Western Educational Publishing						
Team Teaching	Dr. Khusnul Fikriyah, S.E., M.SEI Fitriah Dwi Susilowati, S.Sos., M.SM Yan Putra Timur, S.M., M.SEI. Irfan Ramis, S.E., M.E						
Required Course	-						

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1-2	Students are able to study about business and business concept in globalization era	<ol style="list-style-type: none"> 1. Students are able to define and describe about business concept 2. Students are able to analyse business development in globalization era 	<p>Criteria: Assessment rubric</p> <p>Form: Participatory Activity</p>	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Business Concept 2. Business in Globalization Era [1,2,3] 	8%
3	Students are able to distinguish the characteristics of each type of business with its business scale and form of business entity	<ol style="list-style-type: none"> 1. Explain the types of business (manufacturing, services and trade) 2. Explain the criteria for micro business scale, small, medium and large companies 3. Explain the existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing, Merger, Franchise, 4. Identify advantages and disadvantages 5. from each form of Business Entity. 6. 5. Explain the concept of entrepreneurship: Goals, Benefits, Importance, Characteristics of Entrepreneurship, 	<p>Criteria: Assessment rubric</p> <p>Form: Participatory Activity</p>	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Type and form of business entity 2. Scale and groups of small, medium and large companies based on their conditions and characteristics [1,2,3,4] 	5%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		Advantages and Disadvantages of Entrepreneurship					
4	Students are able to identify component of business plan	<ol style="list-style-type: none"> 1. Students are able to define entrepreneur concept 2. Students are able to identify steps of starting a business 3. Students are able to define the concept of business plan 4. Students are able to identify the importance of making business plan 5. Students are able to design business plan components, including: Vision, mission, purpose of business, and business target. 	Criteria: Assessment rubric Form: Portofolio Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Entrepreneur concept 2. Steps when starting a business 3. Business plan concept 4. Importance of making business plan 5. Business plan components: vision, mission, purpose, and business target [1,2,3,4]	3%
5	Students are able to identify component of business plan	<ol style="list-style-type: none"> 1. Students are able to define entrepreneur concept 2. Students are able to identify steps of starting a business 3. Students are able to define the concept of business plan 4. Students are able to identify the importance of making business plan 5. Students are able to design business plan components, 	Criteria: Assessment rubric Form: Partisipatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Entrepreneur concept 2. Steps when starting a business 3. Business plan concept 4. Importance of making business plan 	5%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		including: Vision, mission, purpose of business, and business target.				5. Business plan components: vision, mission, purpose, and business target [1,2,3,4]	
6	Students are able to Identify the Company's Business Environment	<ol style="list-style-type: none"> 1. Explain the characteristics of the company's business environment 2. Classifying the Internal environment 3. (directly influences the company): man, money, method, machine, material, and Entrepreneur, supplier. 4. Classifying the external environment 5. (indirect influence on the company): economics, politics, law, social culture, government regulations, 6. Explain the Macro environment and micro environment 7. 	Criteria: Assessment rubric Form: Portofolio Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Micro business environment 2. Macro business environment [1,2,3,4]	7%
7	Students able to Understand the concept of Business Ethics	<ol style="list-style-type: none"> 1. Explain the concept of ethics and norms in general. 2. Explain the concept of business ethics 	Criteria: Assessment rubric Form:	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Concept of ethics and norms in general. 2. Concept of 	5%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		3. Explain the components of Business Ethics 4. Explain the concept of Corporate social responsibility (CSR) 5. Grouping CSR practice models 6. Analyzing the Company's CSR practices small, medium and large	Participatory Assessment			business ethics 3. Components of Business Ethics 4. Concept of Corporate social responsibility (CSR) 5. Grouping CSR practice models 6. Company's CSR practices small, medium and large [1,2,3,4]	
8	MIDDLE TEST ASSIGNMENT						15%
9	Students are able to make SWOT Analysis	1. Explain the concept of SWOT analysis, the purpose of making SWOT analysis. 2. Determining the stages of creating a SWOT analysis 3. Identifying the Strengths and Weaknesses of the company's internal environment 4. Identifying opportunities and threats from the company's external environment	Criteria: Assessment rubric Form: Portofolio Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		1. Concept of SWOT Analysis, the purpose of making SWOT Analysis 2. Stages of creating a SOWT Analysis 3. The strength and weakness of the company's internal environment 4. Opportunities and threats from the company's external environment	3%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
						[1,2,3,4]	
10	Students are able to make SWOT Analysis	<ol style="list-style-type: none"> 1. Explain the concept of SWOT analysis, the purpose of making SWOT analysis. 2. Determining the stages of creating a SWOT analysis 3. Identifying the Strengths and Weaknesses of the company's internal environment 4. Identifying opportunities and threats from the company's external environment 	<p>Criteria: Assessment rubric</p> <p>Form: Participatory Assessment</p>	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Concept of SWOT Analysis, the purpose of making SWOT Analysis 2. Stages of creating a SOWT Analysis 3. The strength and weakness of the company's internal environment 4. Opportunities and threats from the company's external environment <p>[1,2,3,4]</p>	6%
11	Students are able to Apply Marketing Function in business activity	<ol style="list-style-type: none"> 1. Explain the meaning of the marketing concept, Marketing Function - Segmentation - Targeting - Positioning 2. Explain the concept of Marketing Strategy 3. Grouping marketing mix (companies in general have 4 Ps (product, price, place, promotion) and service companies have 7 Ps (product, 	<p>Criteria: Assessment rubric</p> <p>Form: Participatory Assessment</p>	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Marketing Function in a Company 2. Marketing Concept 3. Marketing Strategy 4. Market Segmentation 5. Positioning 6. Marketing Mix 	6%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		price, place, promotion, people, process and physical evidence)				[1,2,3,4]	
12	Students are able to Apply Production Function in business activity	<ol style="list-style-type: none"> 1. Explain the operational management and its function 2. Explain all product layout and each advantages and disadvantages 3. Explain about production technology 	Criteria: Assessment rubric Form: Partisipatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Operational / Production Management 2. Production and Service process 3. Production layout 4. Production technology [1,2,3,4]	5%
13	Students are able to apply organizing function in business activity	<ol style="list-style-type: none"> 1. Explain the definition of management 2. Explain management functions 3. Analyze firm or kind of organization with each advantages and disadvantages 4. Analyze and describe Human resource management in a company 	Criteria: Assessment rubric Form: Partisipatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Management functions 2. Kind / form of organization 3. Human resource management [1,2,3,4]	5%
14	Students are able to apply finance and accounting function in business activity	<ol style="list-style-type: none"> 1. Explain the definition and role of accounting information 2. Explain the importance of financial management 3. Explain about time value of money concept 4. Explain and apply financial ratio for assessing feasibility 	Criteria: Assessment rubric Form: Portofolio Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Time value of money 2. Feasibility financial ratio 3. Financial management 4. Capital structure [1,2,3,4]	7%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		of the business					
15	Students are able to apply information system management function in business activity	<ol style="list-style-type: none"> 1. Explain the definition of information system management 2. Explain the value and advantages if information system management 3. Analyze about making decision making process 	<p>Criteria: Assessment rubric</p> <p>Form: Participatory Assessment</p>	Course method: Discussion, Lectures, Case studies, and Q & A		<ol style="list-style-type: none"> 1. Information system management [1,2,3,4] 	5%
FINAL EXAM							15%

4. Mapping Programme Learning Outcomes (PLO's) – Course Learning Outcomes (CLOs)

a. PLOs of Undergraduate Programme in Islamic Economics, Faculty of Economics and Business, Universitas Negeri Surabaya

Code	Aspect	PLO	Description
AT-1	Attitude	PLO-1	Responsible for their own work and can be held accountable for the achievement of the organisation's work.
AT-2		PLO-2	Have ethics and work ethic following Shariah in the field of work.
KN-1	Knowledge	PLO-3	Able to master the theory of Islamic Economics, Islamic Business, and Islamic Finance as a whole.
KN-2		PLO-4	Able to master theories about research methods and data analysis techniques to solve problems within the expertise.
GC-1	General Competencies	PLO-5	Able to conduct continuous self-development through training and continue studies to a higher level.
GC-2		PLO-6	Able to adapt to the development of science and technology and can survive in every condition.
GC-3		PLO-7	Able to make the right decisions based on information and data analysis, and able to provide instructions in choosing various alternative solutions and able to communicate alternative solutions
GC-4		PLO-8	Able to work either independently or in groups.
SC-1	Special Competencies	PLO-9	Able to apply Islamic economics, business, and finance theory in solving problems related to Islamic economics by utilising science and technology.
SC-2		PLO-10	Able to design business planning under sharia concept, as well as implement it.
SC-3		PLO-11	Able to demonstrate the operation of Islamic Financial Institutions, Islamic Public Financial Institutions and Islamic Businesses.
SC-4		PLO-12	Able to design and perform research and communicate the results to deliver alternative problem-solving in Islamic Economics.

b. Mapping PLO and CLO Introduction to Business Course

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO 1 Proficient in mastering the theory of business introduction comprehensively		V										
CLO 2 Able to analyze and practice Sharia-compliant work ethics			V									
CLO 3 Capable of designing business plans by Sharia concepts.								V		V		

B. Course Assessment

1. Assessment Rubrics

a) Partisipatory Activities

In this domain, evaluation of student participation in class includes communication skills, discipline and responsibility. The rubrics used are as follows:

Criteria	Score
Communicate effectively, frequently active in the class discussion, appreciate others' opinions; always attend the class on time; always submit the assignment on time; and always participate in the completion of assignment	$85 \leq SA \leq 100$
Communicate effectively, occasionally active in the class discussion, appreciate others' opinions; 80% of attendance; submit 90% of the assignment; and often participate in the completion of assignment.	$70 \leq SA < 85$
Communicate ineffectively, rarely active in the class discussion, appreciate others' opinions; 75% of attendance; submit the 70% of assignment on time; and participate in the completion of group assignment.	$55 \leq SA < 70$
Communicate ineffectively, do not join class discussion, do not appreciate others' opinions; rarely attend the class; rarely submit the assignment; and rarely participate in the completion of group assignment	$0 \leq SA < 55$

b) Portfolio Assessment

The criteria for portfolio assessment for the course are

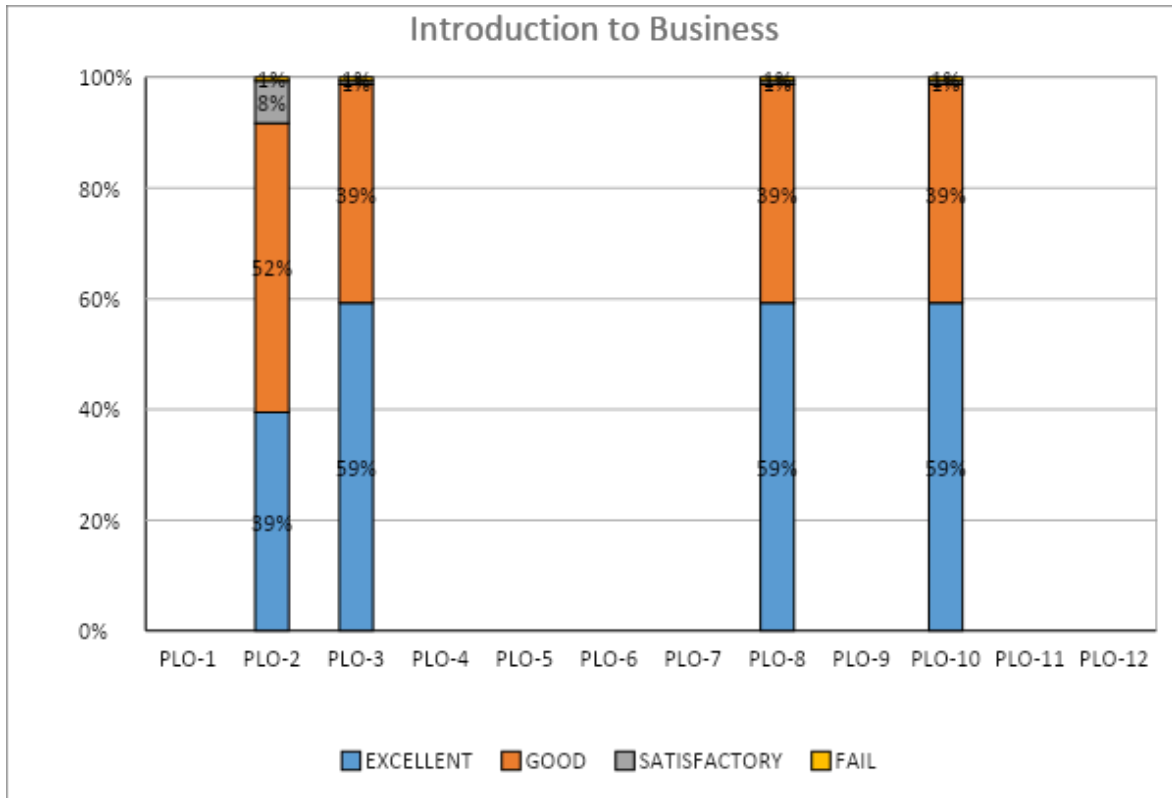
Aspect	SCORE			
	Good (4)	Fair (3)	Not Good (2)	Bad (1)
Organization of responses	Responses are logically organized, coherent and answer all instructions	Responses are organized logically, answering all instructions even though they are not yet coherent	Responses are not well organized but answer all instructions	Responses are not well organized and have not answered all instructions
Retention of content	Understanding of the content is shown by appropriate responses to all questions in depth	Understanding of the content is shown by appropriate responses to all questions even though it is not yet deep	Limited understanding of the content is indicated by inappropriate responses to some questions	Limited understanding of the content is indicated by inappropriate responses to all questions
Clarity in delivery of responses	Responses are clear and effective and easy to understand	Responses are clear and easy to understand	The response is quite clear although difficult to understand	Responses are unclear and difficult to understand
Literature review	Responses generally refer to relevant Concept/Theory Exploration and refer to other relevant reference sources	Responses generally refer to relevant Concept/Theory Exploration	Responses only partially refer to the relevant Concept/Theory Exploration	Responses do not refer to relevant Concept/Theory Exploration
Individual work ethic	Complete assignments on time and actively discuss with lecturers in the process of completing assignments	Complete assignments on time	Delay in completing assignments in short periods	Late in completing assignments for a long period without notification

c) Test (Middle Exam)

Number of Question	Score	Description
1	20	If students are able to identify 2 global conditions that influence business success and 2 examples of businesses or brands that are able to adapt to global and digital conditions and are able to explain well with strong arguments
	15	If students are able to identify 2 global conditions that influence business success and 2 examples of businesses or brands that are able to adapt to global and digital conditions and are able to explain even though they use weak arguments.
	10	If students are able to identify 2 global conditions that influence business success and 2 examples of businesses or brands that are able to adapt to global and digital conditions and are able to explain why
	5	If students are able to identify 2 global conditions that influence business success and 2 examples of businesses or brands that are able to adapt to global and digital conditions but without explanation
	0	No answer
2	30	If you are able to identify the form of business ownership based on the case, create a vision, mission, competitive advantage, and be able to explain the reasons well with strong arguments.
	20	If you are able to identify the form of business ownership based on the case, create a vision, mission, competitive advantage, and be able to explain the reasons well but not accompanied by strong arguments
	15	If you are able to identify the form of business ownership based on the case, create a vision, mission, competitive advantage, and provide an explanation
	10	If you are able to identify the form of business ownership based on the case, create a vision, mission, or determine competitive advantage, and provide an explanation
	5	If you are able to identify the form of business ownership based on the case, create a vision, mission, competitive advantage, without explanation
	0	No answer
3	10	Able to give 2 reasons why it is important to make a business plan accompanied by strong explanations and arguments
	8	Able to give 2 reasons why it is important to make a business plan accompanied by an explanation but not a strong argument
	5	Able to give 1-2 reasons why it is important to make a business plan accompanied by an explanation
	0	No answer
4	40	If you are able to identify business ethics according to the case and what CV Maju Maju should do, you will be able to identify 3 environmental aspects in full, accompanied by strong explanations and arguments.
	30	If you are able to identify business ethics according to the case and what CV Maju Maju should do, you will be able to identify 3 environmental aspects in full, accompanied by explanations but weak arguments.
	20	If you are able to identify business ethics according to the case and what CV Maju Maju should do, you will be able to identify 3 environmental aspects accompanied by an explanation
	10	If you are able to identify business ethics according to the case and what CV Maju Maju should do, be able to identify 1-2 environmental aspects accompanied by an explanation

	5	If you are able to identify business ethics according to the case and what CV Maju Maju should do, you will be able to identify 1-2 environmental aspects but without explanation.
	0	No answer

C. Assessment of Program Learning Outcomes (PLO)



b. Course Log Book

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to study about business and business concept in globalization era	3. Students are able to define and describe about business concept 4. Students are able to analyse business development in globalization era	Criteria: Assessment rubric Form: Partisipatory Activity	Course method: Discussion, Lectures, Case studies, and Q & A		1.Business Concept 2.Business in Globalization Era [1,2,3]	
Meeting 1: Date : September 1, 2023 Topic : Business Concept Students attendance : 45 students Lecturer : Fitriah Dwi Susilowati, S.Sos., M.SM							
2	Students are able to study about business and business concept in globalization era	5. Students are able to define and describe about business concept 6. Students are able to analyse business development in globalization era	Criteria: Assessment rubric Form: Partisipatory Activity	Course method: Discussion, Lectures, Case studies, and Q & A		1.Business Concept 2.Business in Globalization Era [1,2,3]	4%
Meeting 2: Date : September 8, 2023 Topic : Business Concept in Globalization era Students attendance : 45 students Lecturer : Fitriah Dwi Susilowati, S.Sos., M.SM							
3	Students are able to distinguish the characteristics of each type of business with its business scale and form of business entity	7. Explain the types of business (manufacturing, services and trade) 8. Explain the criteria for micro business scale, small, medium and large companies	Criteria: Assessment rubric Form: Partisipatory Activity	Course method: Discussion, Lectures, Case studies, and Q & A		3. Type and form of business entity 4. Scale and groups of small, medium and large companies based	5%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		9. Explain the existing forms of business entities (individual, CV, PT, Firma, NV, Cooperative, Joint Venture, Leasing, Merger, Franchise, 10. Identify advantages and disadvantages 11. from each form of Business Entity. 12. 5. Explain the concept of entrepreneurship: Goals, Benefits, Importance, Characteristics of Entrepreneurship, Advantages and Disadvantages of Entrepreneurship				on their conditions and characteristics [1,2,3,4]	
Meeting 3: Date : September 22, 2023 Topic : form of business based on the scale Students attendance : 43 students <p style="text-align: center;">Lecturer : Fitriah Dwi Susilowati, S.Sos., M.SM</p>							
4	Students are able to identify component of business plan	1. Students are able to define entrepreneur concept 2. Students are able to identify steps of starting a business 3. Students are able to define the concept of business plan 4. Students are able to identify the importance of making business plan 5. Students are able to design business plan components, including: Vision, mission,	Criteria: Assessment rubric Form: Portofolio Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		6. Entrepreneur concept 7. Steps when starting a business 8. Business plan concept 9. Importance of making business plan 10. Business plan	3%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		purpose of business, and business target.				components: vision, mission, purpose, and business target [1,2,3,4]	
Meeting 4: Date : September 29, 2023 Topic : Business Concept in Globalization era Students attendance : 39 students Lecturer : Fitriah Dwi Susilowati, S.Sos., M.SM							
5	Students are able to identify component of business plan	1. Students are able to define entrepreneur concept 2. Students are able to identify steps of starting a business 3. Students are able to define the concept of business plan 4. Students are able to identify the importance of making business plan 5. Students are able to design business plan components, including: Vision, mission, purpose of business, and business target.	Criteria: Assessment rubric Form: Partisipatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		6. Entrepreneur concept 7. Steps when starting a business 8. Business plan concept 9. Importance of making business plan 10. Business plan components: vision, mission, purpose, and business target [1,2,3,4]	5%
Meeting 5: Date : September 29, 2023 Topic : Business Plan Students attendance : 45 students Lecturer : Fitriah Dwi Susilowati, S.Sos., M.SM							

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
6	Students are able to Identify the Company's Business Environment	8. Explain the characteristics of the company's business environment 9. Classifying the Internal environment 10. (directly influences the company): man, money, method, machine, material, and Entrepreneur, supplier. 11. Classifying the external environment 12. (indirect influence on the company): economics, politics, law, social culture, government regulations, 13. Explain the Macro environment and micro environment 14.	Criteria: Assessment rubric Form: Portofolio Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		3. Micro business environment 4. Macro business environment [1,2,3,4]	7%
Meeting 6: Date : October, 6 2023 Topic : Business Environment Students attendance : 45 students <p style="text-align: center;">Lecturer : Fitriah Dwi Susilowati, S.Sos., M.SM</p>							
7	Students able to Understand the concept of Business Ethics	1. Explain the concept of ethics and norms in general. 2. Explain the concept of business ethics 3. Explain the components of Business Ethics 4. Explain the concept of Corporate social responsibility (CSR)	Criteria: Assessment rubric Form: Partisipatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		7. Concept of ethics and norms in general. 8. Concept of business ethics 9. Components of Business Ethics 10. Concept of	5%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		5. Grouping CSR practice models 6. Analyzing the Company's CSR practices small, medium and large				Corporate social responsibility (CSR) 11. Grouping CSR practice models 12. Company's CSR practices small, medium and large [1,2,3,4]	
Meeting 7: Date : October 13, 2023 Topic : Business Ethics Students attendance : 44 students Lecturer : Fitriah Dwi Susilowati, S.Sos., M.SM							
8	MIDDLE TEST ASSIGNMENT						15%
MIDDLE EXAM Date : October 20, 2023 Topic : Middle Exam Students attendance : 45 students Lecturer : Fitriah Dwi Susilowati, S.Sos., M.SM							
9	Students are able to make SWOT Analysis	5. Explain the concept of SWOT analysis, the purpose of making SWOT analysis. 6. Determining the stages of creating a SWOT analysis 7. Identifying the Strengths and Weaknesses of the company's internal environment 8. Identifying opportunities and threats from the company's external environment	Criteria: Assessment rubric Form: Portofolio Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		5. Concept of SWOT Analysis, the purpose of making SWOT Analysis 6. Stages of creating a SOWT Analysis 7. The strength and weakness of the company's internal environment	3%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
						8. Opportunities and threats from the company's external environment [1,2,3,4]	
Meeting 9: Date : October 27, 2023 Topic : make SWOT Analysis Students attendance : 45 students Lecturer : Irfan Ramis, S.E., M.E							
10	Students are able to make SWOT Analysis	1. Explain the concept of SWOT analysis, the purpose of making SWOT analysis. 2. Determining the stages of creating a SWOT analysis 3. Identifying the Strengths and Weaknesses of the company's internal environment 4. Identifying opportunities and threats from the company's external environment	Criteria: Assessment rubric Form: Participatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		5. Concept of SWOT Analysis, the purpose of making SWOT Analysis 6. Stages of creating a SOWT Analysis 7. The strength and weakness of the company's internal environment 8. Opportunities and threats from the company's external environment [1,2,3,4]	6%
Meeting 10: Date : November 3, 2023 Topic : make SWOT Analysis Students attendance : 45 students Lecturer : Irfan Ramis, S.E., M.E							

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
11	Students are able to Apply Marketing Function in business activity	4. Explain the meaning of the marketing concept, Marketing Function - Segmentation - Targeting - Positioning 5. Explain the concept of Marketing Strategy 6. Grouping marketing mix (companies in general have 4 Ps (product, price, place, promotion) and service companies have 7 Ps (product, price, place, promotion, people, process and physical evidence)	Criteria: Assessment rubric Form: Partisipatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		7. Marketing Function in a Company 8. Marketing Concept 9. Marketing Strategy 10. Market Segmentation 11. Positioning 12. Marketing Mix [1,2,3,4]	6%
Meeting 11: Date : November 10, 2023 Topic : Marketing Function in business activity Students attendance : 45 students Lecturer : Irfan Ramis, S.E., M.E							
12	Students are able to Apply Production Function in business activity	4. Explain the operational management and its function 5. Explain all product layout and each advantages and disadvantages 6. Explain about production technology	Criteria: Assessment rubric Form: Partisipatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		5. Operational / Production Management 6. Production and Service process 7. Production layout 8. Production technology [1,2,3,4]	5%
Meeting 12: Date : November 17, 2023 Topic : Production Function in business activity Students attendance : 45 students							

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Lecturer : Irfan Ramis, S.E., M.E							
13	Students are able to apply organizing function in business activity	5. Explain the definition of management 6. Explain management functions 7. Analyze firm or kind of organization with each advantages and disadvantages 8. Analyze and describe Human resource management in a company	Criteria: Assessment rubric Form: Partisipatory Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		4. Management functions 5. Kind / form of organization 6. Human resource management [1,2,3,4]	5%
Meeting 13:							
Date : November 24, 2023							
Topic : Organizing Function in business activity							
Students attendance : 44 students							
Lecturer : Irfan Ramis, S.E., M.E							
14	Students are able to apply finance and accounting function in business activity	5. Explain the definition and role of accounting information 6. Explain the importance of financial management 7. Explain about time value of money concept 8. Explain and apply financial ratio for assessing feasibility of the business	Criteria: Assessment rubric Form: Portofolio Assessment	Course method: Discussion, Lectures, Case studies, and Q & A		5. Time value of money 6. Feasibility financial ratio 7. Financial management 8. Capital structure [1,2,3,4]	7%
Meeting 14:							
Date : November 10, 2023							
Topic : Finance Function in business activity							
Students attendance : 44 students							
Lecturer : Irfan Ramis, S.E., M.E							
15	Students are able to apply information system	5. Explain the definition of information system management	Criteria: Assessment rubric	Course method: Discussion,		2. Information system management	5%

Week	Sub-CLO	Assessment		Forms of Learning, Learning Methods, Student Assignments [Estimated Time]		Learning Materials [Reference]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	management function in business activity	6. Explain the value and advantages if information system management 7. Analyze about making decision making process	Form: Partisipatory Assessment	Lectures, Case studies, and Q & A		[1,2,3,4]	
Meeting 15: Date : December 1, 2023 Topic : Information System Management Function in business activity Students attendance : 44 students Lecturer : Irfan Ramis, S.E., M.E							
FINAL EXAM							15%
FINAL EXAM Date : December 8, 2023 Topic : Final Exam Students attendance : 45 students Lecturer : Irfan Ramis, S.E., M.E							

c. Sample of Test (Middle Test)



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
UNIVERSITAS NEGERI SURABAYA
FAKULTAS EKONOMIKA DAN BISNIS
Kampus Ketintang, Jalan Ketintang, Surabaya 60231
Telepon : +6231 - 8285362, Faksimil : +6231 - 8293416
Laman : <http://feb.unesa.ac.id> email : feb@unesa.ac.id

MIDDLE EXAM EVEN SEMESTER 2023/2024

Courses	: Introduction to Business	Class	: 2023 I
Day, Date	: Friday, 20 October 2023	Time	: 13:00 – 15:00
Lecturer	: 1. Fitriah Dwi Susilowati, S.Sos., M.SM 2. Irfan Ramis, S.E., M.E.	Duration	: 2 hours

Instructions:

1. Closed book
2. Work independently and provide adequate explanations



1. The following question is for number 1

In recent years, the development of globalization and digitalization has increased. Some companies adapt to these business developments. There are those who succeed and fail in dealing with these conditions.

- a. Identify global conditions that influence business success (at least 2)! (10 points)
- b. Give 2 examples of businesses/brands that have successfully adapted to the digital era and explain how the use of digital adds value to the business! (10 points)

2. Answer question number 2 based on the following case description!

Rendra and 3 of your friends have agreed to build a business together. You will set up a business called "Sea Zero Waste (SZW)". SZW is a creative industry in the form of an application that processes marine waste to become a product with high selling value. Rendra and 3 of your friends hope that, with this business, they can reduce existing environmental waste, especially waste in the sea. For this reason, you established a digital platform, namely SZW, to reduce marine waste. Rendra and 3 other friends divided their respective roles and responsibilities. Rendra is tasked with being the business leader and determining business strategy. Rio as Head of Marketing. Rena becomes Head of Operations. Rini becomes Head of Finance.

Based on the case above, answer the following questions:

- a. What form of business ownership was established by Rendra? Give reasons (10 points)
- b. Make a business plan with just the introduction section, namely the company's vision, mission, competitive advantage, and form of ownership (20 points)

3. When you build a business with your friends, they think that it is not important to make a business plan. According to them, making a business plan is a waste of time and it is better to run the business straight away. Give 2 reasons to convince your friends that making a business plan is important! (10 points)

4. Answer the questions based on the following case description!

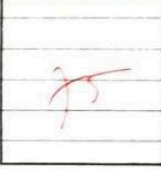
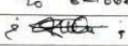
You live in a beautiful environment, clean rivers and preserved forest areas. In that place, there is a business, namely a chicken business called CV. Maju Terus. CV. Maju Terus is a business that supplies fresh chicken to various restaurants in your neighborhood. The activities they carry out are slaughtering chickens, plucking chicken feathers, cutting chickens until they are ready to be marketed in various restaurants and supermarkets. Waste from slaughtering chickens such as

blood, chicken feathers and chicken droppings is thrown into the river. In the provisions of Article 87 paragraph (1) of Law no. 32 of 2009 concerning Environmental Protection and Management, companies have a responsibility to preserve the environment and will be punished or fined if they are proven to pollute the environment. The local people you live in are known for preserving the environment, so they don't like it when people make their environment dirty.

- a. In your opinion, is the business carried out by CV Maju Terus ethical? if yes why and if no why **(10 points)**
- b. So, what should CV Maju Terus to do? **(10 points)**
- c. Identify the environmental aspects in the case above! Explain who and what environmental aspects CV Maju Terus must consider in order to be successful! **(20 points)**

- d. Sample of Students' Answer to Middle and Final Semester Test
 1) Sample of Student's Answer to Middle Test

**UJIAN TENGAH SEMESTER / UJIAN AKHIR SEMESTER
 SEMESTER GASAL / GENAP TAHUN**

Nama	: pradiptra Danish Ibrahim	NILAI 
NIM	: 2102449193	
Prodi/Jurusan	: Ekonomi Islam	
Mata Kuliah	: Pengantar Bisnis	
Kelas / Kode Soal	: 2023 I	
Hari/Tanggal	: 20 oktober 2023	
Tanda Tangan	: 	

1. A. Follow the Trend yang berlaku
 Use digital apps

B. ^{same 2 dari widan jasa} ^W
 Gojek... → } ^{guru}: download the App And pick the place that you want, and the driver will come to you
 Maxim → }


Because: In this century ~~pe~~ most of people want to get something ^W
 in the easy way so the Digital is the solution just get the App and You will get anything what you want so the Business must use digital App untuk membantu bisnis.

2. A CV ✓ → Because the ~~best~~ business was build by Four people and modal dari mereka sendiri dan modal lain masuk Badan hukum ^W

B. Sea Zero Waste

• ^W
 • ^W
 • ^W
 Competitive advantage: Not much Business that make product from marine waste in our environment 4
 Form of Ownership: CV 4

3. 1. If we not making a business plan, our bisnis tdk akan teratur dan lebih perusahaanya bisa juga bangkrut.
 2. If we make a business plan fits with ^{preferensi dan selera pembeli} ~~marketplace~~ ^{marketplace} ~~then~~ ^{then} ~~it~~ ^{will} be happen in marketplace. ^W



A. Because it makes the River dirty, and if the river is dirty it makes so much trouble like disease, Bonyok, Ikan yang mati, *Water tercemar, etc

B. The Trash After slaughtering chickens jangan dibuang di sungai. the CV must mengumpulkan sampah di satu tempat and make pipit to make the tree in the environment subur or healthy.
(The CV must or maybe sell it again (pupuk))

C. Follow the low → if we can follow the low, we can have a good image.
Dont ~~miss~~ & ~~miss~~
Dont membuang Limbah di sungai → it makes so much trouble, baik untuk CV dan the environment
Dont the CV must make the the environment get healthy so the people live in there like you and buy it.

**UJIAN TENGAH SEMESTER / UJIAN AKHIR SEMESTER
SEMESTER GASAL / GENAP TAHUN 2023**

Nama : MUCH ZAINUR ROH
 NIM : 23081194102
 Prodi / Jurusan : Ekonomi Islam / Ilmu Ekonomi
 Mata Kuliah : Introduction to Business
 Kelas / Kode Soal : 23 - Januari
 Hari / Tanggal : Friday, 20 October 2023
 Tanda Tangan : [Signature]

1.a) Global Conditions that Influence business Success :

* Technology and Innovation

"That aspect influence business success because if the company have a better technology or innovation product than the other adding trust of consumer."

* Geo Politik

"That aspect influence business success because the Geo Politik in every country or Nation. Global, usually the economy or business in a country can play a role because beginning war."

1.b) Examples of Business or Brands that Have successfully adapted to digital era.

* Phone Inc

"That Brands Have successfully adapted to digital era because phone can make new innovation in every years and can advertising they brand on web and internet."

* Netflix

"That Brand have successfully adapted to digital era because Netflix can make new innovation such as they make more people not effort to show a film in theater and Netflix give a price not cheap and they can make advertising with wonderful idea, can make people trust them."



2.a) Form of Business ownership was established by Reza is Firma

Because in that company the founder makes from two person and agree to begining business together, and sharing responsibility to get outager the company

2.b) Vision: Make good environment in sea

Mission: Make product with high selling value from trash in the sea

Competitive advantage: Building the company's core strength Good environment in the sea Building keeps love person to world

Form of ownership: Firma Because that company begining business together and have same direction to make good environment in the sea and the founder more from two person and sharing the responsibility

3) 2 Reason convince our friends to start making a business plan is important

Plan is important: Making a business plan is very important because the business plan is for passed during begining the business

Making a business plan is very important because without plan and then plan can geting some can make evaluation from that plan

4.a) In my opinion the business carried out by CV Maju the ethical is not good because they dropping blood, chicken feathers into the river, and that waste environment water live

4.b) CV Maju should continue to do building place to mengolah limbah from slaughtering chicken and don't dropping into the river again

4.c) Aspect local people CV Maju - Maju harus memikirkan local people dan jangan membuang limbah ke the river karena bisa saja masyarakat marah dan lingkungan rusak

Aspect Law CV Maju - Maju harus memikirkan hukum yang berlaku untuk memcaer kecurangan dan sebagainya

Aspect Penjualan limbah CV Maju - Maju harus mengolah limbah agar tidak mencemar lingkungan

**UJIAN TENGAH SEMESTER / UJIAN AKHIR SEMESTER
SEMESTER GASAL / GENAP TAHUN**

Nama	: Angko Zamri Rapi Priambodo	NILAI <div style="border: 1px solid black; width: 60px; height: 60px; display: flex; align-items: center; justify-content: center; font-size: 2em;">91</div>
NIM	: 22081199120	
Prodi / Jurusan	: Ekonomi Islam / Ilmu Ekonomi	
Mata Kuliah	: Pengantar Bisnis	
Kelas / Kode Soal	:	
Hari / Tanggal	: Jumat / 20 October 2023	
Tanda Tangan	:	

- 1) a) Economy Global, ~~because~~ because economy global semakin menjadi pesangir baru pada kelesuan bisnis. For example, kenaikan nilai dolar yang membuat harganya nilai kurs naik dan membuat barang ekspor - impor tidak stabil.
- Impact to technology/bisnis yang mampu keadipatan dengan digital technology akan mem-
perluas bisnis ke dalam pertukaran pasar yang akan digital. For example, bisnis e-commerce yang membuat e-commerce pada bisnisnya.
 - Globalization era, bisnis yang berkembang dengan menjual produk yang on branding juga dapat membuat pengaruh ketertarikan pelanggan masa sekarang, terutama pemuka Gen Z.
- b) Impact to table shop (eat sambal), yang bukan yang dapat menjadi perkembangan bisnis online, banyak ^{menjual} ^{off} ~~menjual~~ dalam menggunakan product services to more customer.
- penjualan ^{produk} ~~produk~~ dengan target marketing per rumah atau kebanyakan orang yang sudah untuk membuat film ^{produk} ~~produk~~ ke broshop. Penjualan ^{produk} ~~produk~~ sudah dapat membuat masalah kesehatan, bahkan sudah sangat banyak bisnis seperti ini.
- 2) a) The form of business ownership by Rendon & Friends is CV. Because they are build a their business together and run to creative industry business. 10
- b) "Sea Zero Waste (SZW)" 4
- Utam:
"Creative industry in the form of an application that process marine waste to become a high value product".
 - Mission:
1) Reduce existing environmental waste, especially waste in the sea. 4
2) Process marine waste to become a product with high selling value.
3) Introduction our application to managerial solution.
 - Competitive advantage
Pemberi harga ~~harga~~ regulasi, teknik yang reparasi pada publik flourish hanya memberi lingkungan manajemen lebih hutan dan ke faktor dari marine waste 4
Quality and price, Quality and price gap of our product sudah terapan biaya dan dijual sewa di harga yang lebih dan terbukti nyata.
• form of ownership, CV in creative industry yang explorasi insan dan raja. 5



2) Sample of Student's Answer to Final Semester Test

BUSINESS PLAN PROPOSAL
"SHRIMP RESTAURAN"



Fathiyah Alfi Farhani

23081194088

Jl. Ketintang No.2, Ketintang, Kec. Gayungan, Surabaya, East Java 60231

PROGRAM STUDI EKONOMI ISLAM
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS NEGERI SURABAYA
2023

Shrimp restaurants can be promoted by providing discounts or attractive promos at the time of opening or on certain days. In addition, shrimp restaurants can also promote by giving vouchers or discount coupons to customers who have made previous purchases.

Shrimp restaurants can utilize social media such as Tiktok, Instagram, Facebook, or Twitter to promote their shrimp dishes and attract customers. Shrimp restaurants can post photos of attractive shrimp dishes and add captions that attract customers' attention. In addition, shrimp restaurants can also utilize features such as Instagram Stories or Tiktok Live to provide information about the restaurant and attract customers.

Shrimp restaurants can collaborate with related parties such as hotels or tourist attractions to promote their shrimp dishes. Shrimp restaurants can also collaborate with caterers to provide shrimp dishes at certain events.

6. Operational Plan (Activity Plan)

The shrimp restaurant will determine the opening hours according to customer needs and staff availability. It may be open from 10am to 10pm or whatever suits the needs of the market.

A shrimp restaurant will require good stock management to ensure that all raw materials are kept in stock and can be used efficiently. Stock management includes purchasing and monitoring raw materials, as well as identifying products that could potentially run out.

The shrimp restaurant will have a smooth and efficient service process. The service process includes taking orders, cooking food, and handling. The shrimp restaurant will ensure all staff understand the service procedures and work together to provide a good culinary experience for customers.

7. Financial Estimates

Number of shrimp dishes sold per day	: 50
Selling price per dish	: IDR 50,000
Total revenue per day	: 50 x Rp 50.000,- = Rp 2.500.000,-
Raw material cost per day	: IDR 1,000,000
Electricity costs per day	: IDR 200,000
Water costs per day	: IDR 100,000
Gas fee per day	: IDR 150,000
Labor cost per day	: IDR 500,000
Rental fee per day	: IDR 300,000
Other costs per day	: IDR 50,000
Total operating costs per day	: IDR 2,300,000
Profit and loss per day	: Rp 2,500,000 - Rp 2,300,000 = Rp 200,000.

Based on the estimation, the shrimp restaurant is expected to earn a revenue of Rp 2,500,000 per day with operating costs of Rp 2,300,000 per day, resulting in a profit of Rp 200,000 per day. However, this calculation may vary depending on factors such as location, competition, and raw material prices which may change from time to time.

8. Development and Growth Plan

1. General Overview

Shrimp restaurant is a culinary business that offers typical shrimp dishes as the main product. shrimp restaurant that offers green scenery and a minimalist modern impression will

When it comes to long-term planning for a restaurant, there are several strategies that can be considered, including expansion, menu diversification, and partnerships. Here is a long-term plan for a shrimp restaurant:

- Expansion : The restaurant will plan to expand in the future by opening new branches in strategic locations. This can help the restaurant expand its market share and increase its brand presence.
- Menu Diversification : In the future, the restaurant will plan to diversify its menu by adding variations of shrimp dishes or other menu items. Menu diversification can attract new customers and broaden the restaurant's appeal.
- Partnerships : In the future, the restaurant will establish partnerships with local suppliers to ensure the supply of quality shrimp raw materials. In addition, restaurants can also partner with online food ordering platforms to expand their reach and increase their visibility.

9. Conclusion

The shrimp restaurant in Sidoarjo is a promising venture due to several factors. The market demand for shrimp dishes is high, especially in areas with rich natural potential for marine resources such as Sidoarjo. The restaurant's focus on green scenery, a modern minimalist concept, and the uniqueness of shrimp dishes presents an opportunity to attract customers, especially students who like Instagrammable places. Additionally, the restaurant's financial estimates indicate a potential daily profit, making it a viable business. Furthermore, the long-term development and growth plan, which includes expansion, menu diversification, and partnerships, demonstrates a strategic approach to ensuring the restaurant's success and sustainability. Therefore, the shrimp restaurant in Sidoarjo is a promising investment due to its unique value proposition, target market, and growth strategies.

e. Sample of Students' Assignment Answer

CHAPTER 1 INTRODUCTION

1.1 Background

Oral health is an important thing for humans. In healthy people, bad breath that occurs in general comes solely from the mouth, which is caused by the decay of food scraps by bacteria in the oral cavity. The oral cavity is the main gate for the entry of substances needed by the body and teeth are one of the parts in it (Ruth Asri Utami, 2005: 28). The most common oral diseases suffered by the community are tooth decay and gum inflammation. Both diseases are mainly caused by poor oral hygiene and diet (Depkes RI, 2000: 1). According to the World Oral Health report 2003, dental caries is still a major public health problem in most industrialized countries, affecting 60-90% of school children and most adults.

The transitional season in Indonesia often makes people susceptible to disease, especially in the dry season which is dry, but the wind is quite large. Usually seasons like this can cause the skin to become rough, dry, chapped lips, to thrush which is most often felt and encountered. The number of complaints about thrush drugs that do not function optimally and harmful ingredients and side effects gave rise to an idea to make CAULIFLOWER POWDER (WOROWARAS) products the latest breakthrough in the world of health. Certainly with safe and natural ingredients, in addition to treating canker sores from the vitamin C content, this mouthwash can make your breath fresh and odorless.

As a region rich in natural materials, the use of plants as traditional medicine has long been practiced by the Indonesian people to overcome various health problems. The use of traditional medicine is quite promising because the raw materials are cheap, easy to obtain and can be grown by yourself and can be mixed by yourself. Cauliflower is one of the vegetables that has beneficial content for the human body, especially in the leaves of cauliflower. Cauliflower leaves have a flavonoid content of 600 mg/100 g, free sugar, high antioxidants, and vitamin C of 441.7 mg/100 g, namely for the type of Asia white. While the Asian purple type contains high glucosinolate (Shiva Ram Bhandari and Jung-Ho Kwak, 2015).

The background of making this product is to see how many cauliflower leaves are wasted when cauliflower is sold. And after being traced, it turns out that cauliflower leaves contain flavonoids as antibacterial and vitamin C as a medicine for thrush. Because mouthwash products that have been on the market contain chemicals and cause side effects when used on an ongoing basis, this mouthwash product was created. The unique thing about this product is that the mouthwash is made in the form of ready-to-brew powder. Powder products have advantages in terms of durability. This product does not use preservatives so it is safe for long-term consumption. The target market is for the general public, ranging from children to adults. Target marketing of products to shops, nearby stalls and sold in online shops. Marketing strategies that have been implemented are selling directly to buyers and social media. How to make this CAULIFLOWER POWDER product is quite easy, namely ingredients such as cauliflower leaves and ginger are blended until smooth, filtered to take the juice and then cooked with sugar and water until it becomes powder.

This product is not only herbal but also practical and can be taken anywhere when traveling. It is simply poured in water and then stirred and ready for consumption. The use of herbal mouthwash with cauliflower leaves is expected to create innovations in mouthwash in the form of powders through natural ingredients that have not been optimally utilized. There are 2 flavors, namely original and ginger. The price of this herb is more affordable at 2,000/pcs (for 3 times usage)." WOROWARAS" is ready to be your trust.

1. Short-term (4-5 months) provides herbal medicine powder with 1 benefit.
2. Medium term (1-2 years) to provide herbal powder with various benefits.
3. Long term (6 years) to expand products to various countries.

Company Vision

Vission: "To become a pharmaceutical, traditional medicine, and herbal ingredient processing company that can provide benefits to society and the environment."

Mission: Develop products made from herbal raw materials in the form of pharmaceutical preparations, traditional medicines, health food drinks, and cosmetics based on rational, safe, and honest research.

1.2 Ownership Form

In an organization or company there is a form of ownership of the company. The form of a company becomes a problem that arises when the company is formed, because a company must be clear according to the law, so that it can be expected that the company can firmly determine the steps that must be taken in order to achieve the goals that have been set. According to Kasmir and Jakfar (2012: 25-26) there are several forms of companies, namely individual companies, firms, limited liability companies, state companies, regional companies, foundations, cooperatives, The risks it must bear are not only limited to the company's wealth, but include all of its personal wealth. The owner of the company and all his assets can be sued for all the debts of the company. Individual companies are only suitable for companies that are not too large. This is because both the leadership and the funding of an individual company are highly dependent on the owner.

A firm is a company established by two or more people who run the company in the name of the company. The advantages of a firm are in the way it is led and the broader funding and because of the leadership and the firm is a limited liability company. An individual company is a form of company in which the ownership of the company lies with just one person. This person also directly leads the company. more than one then the division of tasks becomes clear, only weaknesses there may be differences of opinion between the partners. A partnership firm is also established by two or more people. The advantage of a partnership firm is that the capital can be withdrawn without adding managing partners. In addition, a partnership firm is not required by law to publish its annual financial statements.

The limited liability company (PT) is the most widely used corporate legal entity and is in demand by entrepreneurs. Its advantages include a wide range of business fields, authority, and responsibility limited to the paid-up capital. State companies (PN) are companies established by law. A regional company is a company established by a regional regulation. Foundation is a business entity that does not aim to seek profit and emphasizes its efforts on social goals. Cooperative is a business entity consisting of people or cooperative legal entities by basing its activities on the principles of cooperative law.

1.3 Skills And Experience

We do not have any personal experience in making "Worowaras" cauliflower powder. However, we have conducted research on this product and its manufacturing process, Based on the results of our research, the process of making "Worowaras" cauliflower powder consists of several stages, namely:

- **Ingredient selection:** The cauliflower used to make "Worowaras" cauliflower powder should be fresh and of high quality. The selected cauliflower should be free from blemishes and impurities.
- The selected cauliflower is then washed thoroughly under running water to remove dirt and pesticides.
- **Cutting:** The washed cauliflower is then cut into small pieces.
- **Drying:** The chopped cauliflower is then dried using a food dryer. The drying process is done at the right temperature to preserve the nutrients in the cauliflower.
- **Pulverizing:** The dried cauliflower is then ground into powder.
- **Packing:** The ground cauliflower powder is then packed in safe and hygienic packaging.

Competitive Advantages

Worowaras" cauliflower powder has several competitive advantages that differentiate it from other similar products. These advantages include:

- **High product quality:** "Worowaras" cauliflower powder is made from selected fresh cauliflower processed with modern technology to produce high quality cauliflower powder.
- "Worowaras" cauliflower powder has a smooth texture, bright color, and distinctive aroma.

High nutrient content: "Worowaras" cauliflower powder is rich in nutrients, such as vitamins, minerals, and fiber. "Worowaras" cauliflower powder can be a good source of nutrients for the body. **Affordable price:** "Worowaras" cauliflower powder is priced at an affordable price, making it accessible to all circles of society. "Worowaras" cauliflower powder can be the right choice for people who want to consume healthy food at an affordable price.

With these competitive advantages, "Worowaras" cauliflower powder can compete with other similar products on the market. "Worowaras" cauliflower powder has the potential to become a product that is in demand by the public. Here are some strategies that can be done to strengthen the competitive advantage of "Worowaras" cauliflower powder:

Conducting vigorous promotion and education: Promotion and education can be done to increase public awareness of the benefits of "Worowaras" cauliflower powder. **Continuously improving product quality:** Product quality must be continuously improved to meet consumer needs and expectations. **Expanding the distribution network:** An extensive distribution network can make it easier for consumers to get "Worowaras" cauliflower powder. With these strategies, "Worowaras" cauliflower powder can further strengthen its position in the market and become a more desirable product for the public.

CHAPTER II

BUSINESS OVERVIEW AND PLAN

A. PRODUCT ANALYSIS

For now, Copy Pasta offers several menus including Lasagna, Macaroni Schotel, Mac n Cheese, and Spaghetti Carbonara. The advantages of our products are in terms of packaging that is safe for delivery and safe for the environment because the material is biodegradable, food will not spill on the way to the customer's address because it uses a strong seal.

B. MARKET ANALYSIS

Copy Pasta will market its products through social media, namely Instagram Ads and TiktokShop and through e-commerce such as Shopee and Tokopedia. Mostly, customers will be obtained from Tiktok shop who are customers in the age range of 18-30 years. We will maintain good relationships with customers by providing regular discounts on the twin dates of each month.

C. HUMAN RESOURCES ANALYSIS

The Human Resources structure of the Copy Pasta business is as follows:

1. Chairman / President Director
2. Marketing Management includes the Sales Department
3. Financial Management
4. Purchasing and Warehouse Management includes the Purchasing Department and Warehouse Department

D. OPERASIONAL ANALYSIS

Parties that will be involved in this business include business owners, government, banks, and investors.

E. FINANCE ANALYSIS

1. Investment required

Capital:

Fixed costs: Salary Expenses for 4 employees is Rp6,000,000, rental costs (-) because there is already a self-owned place

Biaya variable

TOTAL SALES	TOTAL VARIABLE COST	TOTAL FIXED COST	TOTAL COST	SALES	PROFIT
10 Unit	150.000	450.000	600.000	350.000	
20 Unit	300.000	900.000	1.200.000	700.000	
30 Unit	450.000	1.350.000	1.800.000	1.050.000	

2. Penentuan HPP

No	Ingredients	Unit lama	Conversion
1	Butter	200gr	200gr

2	Lasagna	500gr	500gr
3	Cheese	1kg	1000gr
4	Meat	2kg	2000gr
5	Milk	2lt	2000gr
6	Maccaroni	500gr	500gr
	TOTAL		6200gr

3. Break Even Point
4. Income Statement

F. BUSINESS IMPACT ON THE ENVIRONMENT AND SOCIETY

With the existence of Copy Pasta, our hope for the environment and society is to generate employment, improve economic and welfare standards, contribute to the value of gross domestic product, and encourage Indonesia's economic growth. In terms of operations, we use local raw materials that can help improve the welfare of farmers and local communities. In terms of packaging, we are aware of environmental issues, especially plastic waste which is a major problem in Indonesia. Therefore, we are trying to help reduce the use of plastic packaging and replace it with packaging made from corn fiber. By collaborating with Kaia-Eco Friendly, we hope this will also be one of the attractions for our customers.

2. Sample of Students Assessment Dataset in 2023/2024 Academic Year

No	NIM	Student's Name	Angkatan	Weight			Final Score	Grade Score
				PAR T	PRT F	TES 30 %		
1	23081194002	Farisul Umam Azka	2023	84,5	72	75	79,15	B+
2	23081194022	Ariandini Rahmawati Putri	2023	85,1	75	80	81,5625	A-
3	23081194026	Balqes Sendayu Sekar Nengrat	2023	86,4	98	95	91,2875	A
4	23081194028	Helga Regita Nur Ivada	2023	83,9	82	85	83,8375	A-
5	23081194029	Maylania Maya Sanova	2023	82,6	95	95	88,8125	A
6	23081194030	Nisrina Faza Nafila	2023	86,4	85	90	87,1875	A
7	23081194032	Sabrina Sifa Ramadhani	2023	85,1	82	85	84,4625	A-
8	23081194035	Aulia Putri Azhara	2023	87,1	92	95	90,4625	A
9	23081194046	Muhamad Yanuar Alfiansyah	2023	87,6	80	84	85,0125	A
10	23081194075	Nurul Aulia Agustin	2023	87,6	69	75	80,1125	A-
11	23081194086	Irfan Hanif Fakhrudin	2023	87,6	65	75	79,3125	B+
12	23081194088	Fathiyah Alfi Farhani	2023	85,1	89	90	87,3625	A
13	23081194090	Faradzaki Rahman Rayhan Hakeem	2023	79,4	85	90	83,6875	A-
14	23081194102	Moch Zainur Roif	2023	86,4	82	87	85,6875	A
15	23081194106	Devano Hayunda Fachrizal	2023	86,4	96	95	90,8875	A
16	23081194116	Andrian Dwi Rahmad Firdaus	2023	84,6	78	75	80,4125	A-
17	23081194119	Nuha Izzatunnisa	2023	87,6	85	85	86,3125	A
18	23081194120	Angelo Zauqi Rafi Priambodo	2023	85,1	91	90	87,7625	A
19	23081194125	Muhammad Taqiy Fauzan Adinugroho	2023	88,1	58	84,5	81,0125	A-
20	23081194127	Khansa' Adilla Syafa	2023	88,9	81	80	84,6375	A-
21	23081194140	Abiyah Muhammad	2023	85,1	82	85	84,4625	A-
22	23081194143	Pradipta Danish Ibrahim	2023	82,6	75	75	78,8125	B+
23	23081194146	Taufik Hidayat	2023	88,1	84	85	86,3625	A
24	23081194164	Shafa Regina Amelia	2023	93,1	72	85	86,4625	A
25	23081194166	Ahmada Thoriq Kemal Habib Al Arif	2023	87,6	69	75	80,1125	A-
26	23081194179	Andhini Rizky Aisyah Putri	2023	85,8	91	90	88,075	A
27	23081194184	Intan Nurhasanah	2023	88,4	62	75	79,0875	B+
28	23081194189	Faiqotul Hikmiyah	2023	86,4	96	95	90,8875	A
29	23081194193	Abdul A'la Sultan Y.m.	2023	84,6	65	75	77,8125	B+
30	23081194201	Isma Isoniatul Husna	2023	83,3	62	80	78,025	B+
31	23081194203	Angelina Alradifah	2023	86,4	56	75	76,8875	B+
32	23081194209	Muhammad Parvez Kibria Galih	2023	85,6	75	75	80,3125	A-
33	23081194219	Sumia Deny	2023	88,1	88	85	87,1625	A
34	23081194222	Tri Utami	2023	90,4	90	95	91,6875	A
35	23081194234	Dwi Hasna Azzahrah	2023	86,4	88	85	86,2875	A
36	23081194236	Rafif Irsyad Zuhayrullah	2023	86,9	83	85	85,5375	A
37	23081194244	Putri Ayu Ananda Novitasari	2023	86,4	91	90	88,3875	A
38	23081194250	Sofia Maida Ulya	2023	90,6	96	95	93,0125	A

39	23081194252	Putri Nur Febriyanti	2023	84,6	81	85	84,0125	A-
40	23081194261	Ana Syafitri	2023	85,1	78	80	82,1625	A-
41	23081194262	Nihla Salsabila	2023	84,5	67	75	78,15	B+
42	23081194267	Farah Dillah	2023	82,6	60	75	75,8125	B+
43	23081194272	Syarif Hidayatulloh	2023	84,6	74	75	79,6125	B+
44	23081194275	Fatan Muharik Fillah	2023	77,1	73	75	75,6625	B+
45	23081194277	Tri Utomo	2023	91,4	74	80	84,4875	A-