



KEMENTERIAN RISET TEKNOLOGI DAN  
DIKTI UNIVERSITAS NEGERI SURABAYA  
FAKULTAS BAHASA DAN SENI  
JURUSAN BAHASA DAN SASTRA INGGRIS

## COURSE SYLLABUS

Revision Date :

Revised by :

Doc No. :

Study Program : S1 English Education  
Subject : Entrepreneurship  
Code : 0002212008  
Faculty : Faculty of Languages and Arts  
Semester/Credit Hours : 2/2  
Pre-requisite : -  
Lecturer(s) : Team

### Program Learning Outcomes

1. Create products related to English learning (PLO6)
2. Participate in life-long education, professional development and update of technology development. (PLO 9)

### Course learning Learning Outcomes :

1. Making use of learning materials and IT to support teaching and learning process including: (1) scope, characteristics, values, and skills of entrepreneurship (2) analysis of business ideas and creating business plan (3) practice making/running business ideas.
2. Understanding basic principles of entrepreneurship including (1) scope, characteristics, values, and skills of entrepreneurship (2) analysis of business ideas and creating business plan (3) practice making/running business ideas.
3. Being able to choose appropriate principles of entrepreneurship to be applied in creating business plan, and running business ideas.
4. Being responsible in using the appropriate principles of entrepreneurship to be applied in creating business plan, and running business ideas

**Description** : This subject discusses the basic concept of entrepreneurship and its application on the real life. It gives the students the basic principles of entrepreneurship including (1) scope, characteristics, values, and skills of entrepreneurship (2) analysis of business ideas and

creating business plan (3) practice making/running business ideas. The teaching learning activity is conducted through lecturing, discussion, and practice

### References :

1. Malcolm Gladwell, 2008, *Outliers – The Story of Success*, Little, Brown And Company
2. Derek Gillard, *Education in England: a brief history*, educationinengland.org.uk
3. Alma, Buchari. 2007. *Kewirausahaan*. Bandung : Alfabeta
4. Irham, Fahmi. 2012. *Kewirausahaan : Teori, Kasus, dan Solusi*. Bandung : Alfabeta
5. Mubarak, Mufti. 2012. *Manajemen Praktis Kewirausahaan*. Jakarta : Jaya Pustaka
6. Suhardi, Yusuf. 2011. *Kewirausahaan*. Semarang : Ghalia
7. Tunggal, Amin Widjaja. 2007. *Entrepreneurship*. Jakarta : Harvarindo

### A. Teaching-Learning Activity

Meetings	Objectives	Indicator	Materials	Learning Strategi	Media	Time allotment	Learning Experience
1	Able to understand the entrepreneurial perspective - Understand the entrepreneurial perspective.	- Understand the entrepreneurial perspective. - Able to open insight about job opportunities - Explain the purpose and benefits of entrepreneurship for students -	Entrepreneurial perspective	- Lecturing - Discussion - project work - group work, -	Buku 1, 2 dan 3	100 minutes	Students are able to open their horizons about a job opportunity through discussion. Can make entrepreneurship a step towards success.
2	Analyzing the application of entrepreneurship in everyday life	- Analyze the difference between entrepreneur, entrepreneur. - Describe the qualities and characteristics of successful entrepreneurs	Entrepreneurs and entrepreneurship	- Lecturing - Discussion	Buku 1, 2 dan 3	100 minutes	Understanding of the concept of entrepreneurship and self-employment

		<ul style="list-style-type: none"> <li>- Entrepreneurs are born, molded or neighborhood</li> <li>- Explain the benefits of studying entrepreneurship</li> <li>-</li> </ul>		<ul style="list-style-type: none"> <li>- project work</li> <li>- group work,</li> </ul>			
<b>3</b>	Explaining the innovation and creativity theory	<ul style="list-style-type: none"> <li>- Define the notion of innovation and creativity</li> <li>- Fundamentals of creative thinking</li> <li>- Define the meaning of innovation</li> <li>- Analyze the principles of innovation and its opportunities</li> <li>- Product innovation</li> <li>- The process of adoption of innovation</li> </ul>	Innovation and creativity	<ul style="list-style-type: none"> <li>- Lecturing</li> <li>- Discussion</li> <li>- project work</li> <li>- group work,</li> </ul>	<b>Buku 1, 2 dan 3</b>	<b>2x 100 minutes</b>	Creative and innovative understanding
<b>4</b>	Understanding characteristics of successful entrepreneurs	<ul style="list-style-type: none"> <li>- Explaining characteristics of successful entrepreneurs</li> </ul>	characteristics of successful entrepreneurs	<ul style="list-style-type: none"> <li>- Lecturing</li> <li>- Discussion</li> <li>- project work</li> <li>- group work,</li> </ul>	<b>Buku 1, 2 dan 3, buku yang lain</b>		characteristics of successful entrepreneurs understanding
<b>5-6</b>	Soft skill : Problem solving	<ul style="list-style-type: none"> <li>Have knowledge of financial management</li> <li>- Able to make decisions</li> <li>- Able to make decisions and analyze the consequences of decisions</li> <li>- Able to solve problems in business.</li> </ul>	Skills in managing finances, making decisions, setting goals and solving problems.	<ul style="list-style-type: none"> <li>- Lecturing</li> <li>- Discussion</li> <li>- project work</li> <li>- group work,</li> </ul>	<b>Buku 1, 2 dan 3</b>	<b>2 x 100 minutes</b>	Understand the soft skills of problem solving in business

7-8	Marketing management	Perform swot analysis - Understand marketing concepts - Explain the development and role of marketing - Create a marketing plan - Create a marketing strategy -	Marketing management and how to promote business	- Lecturing - Discussion - project work - group work,			Understand the concept of marketing and how to promote a business
9	<b>UTS</b>						
10-11	Analyzing and applying small business in daily life	The goal of becoming an entrepreneur - Understanding small business - Types of small businesses - Starting a small business - Problems that small businesses face - Causes of business failure - Practice reading business opportunities - Make swot analysis of small businesses that have been observed.	Micro Business	- Lecturing - Discussion - project work - group work,		<b>4 x 100 minutes</b>	Understanding Micro Business
12-13	Creating innovation from the results of the analysis of small businesses.	- Creating innovations and compiling a business plan - Presenting the business plan made	Innovation and business plan	- Lecturing - Discussion - project work - group work,		<b>4 x 100 minutes</b>	Doing practice on intra preneurship
14-16	Doing training for intrapreneurship	- Implementing the business plan	Intrapreneurship	- Lecturing			Business practice

	from the results of the business plans that were made			- Discussion - project work - group work,			

### KISI-KISI PENILAIAN

Indicators	Assessment			
	Strategy	Form	Instrumen	Crireria
1. Define the notion of entrepreneurship 2. Analyze the differences between entrepreneurs, entrepreneurs and inventors 3. Comparing between entrepreneurs and managers 4. qualities and characteristics of successful entrepreneurs 5. Entrepreneurs are born, molded or neighborhood 6. Benefits of studying entrepreneurship	Discussion	Concept mastery test through question and answer	<b>Attached</b>	<b>Attached</b>

<ol style="list-style-type: none"> <li>1. Define the notion of creativity</li> <li>2. Define the meaning of innovation</li> <li>3. Analyze the principles of innovation and its opportunities</li> <li>4. Product innovation</li> <li>5. The process of adoption of innovation</li> </ol>	Discussion, presentation	Concept mastery test through question and answer	<b>Attached</b>	<b>Attached</b>
<ol style="list-style-type: none"> <li>1. Have knowledge of financial management</li> <li>2. Able to make decisions</li> <li>3. Able to make decisions and analyze the consequences of decisions</li> <li>4. Able to solve problems in business.</li> </ol>	Discussion, presentation	Presentation		
Creating Business Plan	Business feasibility assessment (SWOT)			

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Dosen,

Asrori, S.S., M.Pd  
NIP.198003092005011002



