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| **1.Course Identity** | | | |
| **Course Name** | Business Feasibility Study | | |
| **Faculty** | Business and Economics | **Study program** | Management |
| **Code** | SEM520 | **Credits weight** | 3 |
| **Group** | Study program | **Type of Course** | Compulsory |
| **Semester** | 5 | **Availability** | Open for External Parties |
| **Learning Method** | Classroom Session | **Media** | Blended |
| **Course Cluster** | Supporting Course (MKPD) | **Prerequisite** | Introduction to Business, Financial Management, HR Management, Operations Management, Marketing Management |

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| **2. Course Description** |
| This course helps students learn how to set up a business and assess its feasibility by considering various aspects of a feasibility study, including market aspects, technical aspects, juridical aspects, management aspects and financial aspects, as well as making a Business Feasibility Study (SKB) report. |

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| **3.Learning Outcomes** | | | |
| **CPL Codes** | **Formulation of Graduate Learning Outcomes  (CPL)** | **CPMK Codes** | **Formulation of Course Learning Outcomes  (CPMK)** |
| **S1** | To be devoted to God the Almighty and develop a virtuous noble character | **CPMK 01** | Students understand the concept and design of business feasibility studies **(S1, S7, S9, KU3, KK3, KK5)** |
| **S7** | To abide by the law and discipline in the life of the society and the state |
| **S9** | To independently apply the knowledge possessed to support the practice of everyday life in general and professional aspect (to have applicable knowledge, and to apply the knowledge), by implementing Islamic values the blessing for the whole universe |
| **KU3** | To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom | **CPMK 02** | Students are able to analyze various aspects of business feasibility studies (**S1, S7, S9, KU3, KK3, KK5)** |
| **KK3** | To see opportunities quickly and dare to take risks responsibly to provide optimal benefits |
| **KK5** | To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science |
| **KU1** | To understand and implement theoretical concepts, methods and analytical tools of management functions (planning, implementation, directing, monitoring, evaluation, and control) and organizational functions (marketing, HR, Operations, and Finance) in different types of organizations | **CPMK 03** | Students are able to analyze and evaluate the feasibility of a business project and prepare a feasibility study report for a business project (**KU1, KU4, KK1, KK4**) |
| **KU4** | To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions |
| **KK1** | To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science, in various types of organizations |
| **KK4** | To think "out of the box" by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science |

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| **4.Learning Materials and Main References** | |
| **Learning Materials** | 1. Definition, importance and aspects of a business feasibility study 2. Market Aspect: Demand Forecasting 3. Market Aspect: Marketing mix strategy 4. Juridical Aspect 5. Technical Aspect 6. Aspects of Management 7. Financial Aspect: Depreciation method 8. Financial Aspect: Source of funds and cash flow 9. Financial Aspect : Time Value of Money 10. Financial Aspect: Business feasibility assessment method 11. Financial Aspect: Business feasibility assessment method 12. The Writing of Business Feasibility Study Report |
| **Main References** | 1. Sutrisno, 2016, *Studi Kelayakan Bisnis*, Penerbit Ekonisia, Yogyakarta 2. Husnan, Suad dan Suwarsono., 2012, *Studi Kelayakan Proyek*, UPP AMP YKPN, Yogyakarta |

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| **Date: February 10, 2021** | **Date: February 04, 2021** | **Date: February 01, 2021** |
| Approved by the Dean | Examined by the Head of the Study Program | Prepared by: |
|  |  |  |
| Prof. Jaka Sriyana, SE., M.Si., Ph.D | Anjar Priyono, SE., M.Si., Ph.D | Dra. Suhartini, M.Si |

November 17, 2021

TRANSLATOR STATEMENT

The information appearing herein has been translated

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