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| **1.Course Identity** |
| **Course Name/Block** | Business Plan |
| **Faculty** | Business and Economics | **Study Program** | Management |
| **Code** | SEM531 | **Credit weight** | 3 credits |
| **Group** | Study Program | **Type of Course** |  |
| **Semester** |  | **Availability** | Limited |
| **Method** | Class | **Media** | Blended |
| **Course Cluster/Block** | Technical Course | **Prerequisite** | Passing Business Budgeting Course |
| **Lecturer** |  | **Semester/Academic Year** |  |

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| 2. Course/Block Description |
| The Business Plan course provides students with knowledge, skills and abilities regarding the preparation of a Business Plan (Business Planning). The Business Plan Manuscript as the output of this course is a detailed business planning document that business people find as a considerably necessary guide in doing/running a business. In addition, the business people also need Business Plan Manuscript to apply for an extra financial support from outside parties (banks). The Business Plan Manuscript includes the planning for all business aspects, including Operational/Technical, Marketing, Organizational/HR aspects, and Financial aspects. On this basis, this course aims to train students with the ability to communicate their Business Plan ideas to other parties through class presentation activities.As a 'capstone' course, this course will utilize knowledge/concepts from previously taken courses, including functional courses (Operations Management, Marketing, HR, Finance), and Business Feasibility Study. |

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| 3a. GRADUATE LEARNING OUTCOMES |
| CPL Code | **CPL Formulation** |
| S1 | To be devoted to God the Almighty and develop a virtuous noble character |
| S8 | To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession |
| 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 |
| PP1 | To master the principles of leadership and entrepreneurship in various types of organizations |
| PP2 | To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational levels |
| 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 |
| KU2 | To contribute in the preparation of the organization's strategic plan and interpret the strategic plan into organizational operational plans at the functional level |
| 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. |
| KK5 | To think like a visionary, open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science |

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| 3b. COURSE LEARNING OUTCOMES |
| Supported CPL Code | **CPMK Code** | **CPMK Formulation** |
| S1, S8, S9, PP1, PP2, KK1, KK5 | CPMK-01 | To identify and select business opportunities and measure the company's own capabilities in a responsible manner. |
| S1, S8, S9, PP1, KU1, KU2, KU 4, KK1, KK5 | CPMK-02 | To develop an excellent business model that reflects Islamic values |
| S9, PP1, PP2, KU2, KU4, KK1, KK5 | CPMK-03 | To prepare business plan documents and communicate them effectively and efficiently in accordance with general rules. |

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| 4.Learning Materials and Main References |
| Learning Materials | 1. Philosophy and Basic Concepts of a Business Plan
2. External and Industrial Environmental Analysis
3. Analysis of the Company's Internal Environment
4. Strategy Identification
5. Internalization of the concept of Environmental Analysis and Strategy Development
6. Identification of Business Process and Business Model
7. Developing a Business Model
8. Production/Operational Aspects
9. Marketing Aspect
10. Organizational/HR aspects
11. Financial Aspects and Financial Reports
12. Preparation of Financial Statements
13. Business Plan Manuscript Presentation/day-1
14. Business Plan Manuscript Presentation/day-2
 |
| Main References | 1. Robert D. Hisrich, PhD., Michael P. Peters, PhD., and Dean A. Shepherd, PhD. 2017. *Entrepreneurship*. 10th Edition. McGraw Hill Education, NY. (Buku-1)
2. James R. Skinner. 2015. *Business Plan, Business Reality*. 4th Edition. Pearson. (Buku-2)
3. Suwinto Johan. 2019. Studi Kelayakan Pengembangan BIsnis. Graha Ilmu. Edisi 2 (Buku-3)
4. Supporting Articles/books
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| Date : | Date: | Date: |
| Approved by the Dean | Examined by the Head of the Study Program | Prepared by : |
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| Dean | Anjar Priyono, PhD. | Drs. Al Hasain, MBA.Head of the Curriculum Development Team/Syllabus Writer |

 November 17, 2021

TRANSLATOR STATEMENT

The information appearing herein has been translated

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