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| 1.Course Identity |
| Course Name/Block | Small and Medium Enterprises Management |
| Faculty  | Business and Economics | **Study Program** | Undergraduate Program in Management |
| Code | SEM633 | **Credits** | 3 |
| Group | Study Program | **Enrollment** | Elective |
| Semester(s) in which the course is taught | 6 | **Availability** | Limited |
| Learning Method | Classroom Learning | **Media** | Online  |
| Category | Technical Course | **Prerequisites** | - |

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| 2. Course Description |
| Small and Medium Enterprises Management is a 3-credit course in the 2021 Curriculum that is provided for students in the 6th semester. This is a technical course that is taken without any prerequisites. This course aims to support various Graduate Learning Outcomes related to training entrepreneurial and managerial competencies in small and medium enterprises, especially in terms of the planning and implementation of management functions.Small and Medium Enterprises Management provides students with knowledge and competencies on how to start and manage small and medium enterprises. After taking this course, students expectedly have the ability to understand and design an imaginary small enterprise by applying all the approaches they learn in this course, allowing them to foster their entrepreneurial spirit and ability to manage a business. |

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| 3a. GRADUATE LEARNING OUTCOME (CPL) |
| CPL Code | **CPL** |
| S1 | Being devoted to God Almighty and having a good moral character |
| S6 | Being able to enjoin right and forbid wrong to improve the quality of life of the society, nation and state as well as civilization  |
| S8 | Internalizing the spirit of learning, independence, perseverance, and entrepreneurship |
| S9 | Being able to independently apply the knowledge gained to support the activities in life in general and in the profession by upholding Islamic values ​​to achieve *rahmatan lil'alamin* (mercy to all creations) |
| PP1 | Mastering the principles of leadership and entrepreneurship in various types of organizations. |
| KU1 | Having the ability to understand and implement theoretical concepts, methods and tools for management functions (planning, implementation, direction, monitoring, evaluation, and control) and organizational functions (marketing, human resources, operations, and finance) in various kinds of organizations |
| KU2 | Being able to contribute to the formulation of an organization’s strategic plans and transform the strategic plans into the organization’s operational plans at the functional level |
| KU3 | Having the ability to identify managerial problems and organizational functions at the operational level, and take appropriate measures according to the developed alternatives, by implementing local wisdom-rooted entrepreneurial principles |
| KK3 | Being able to recognize opportunity quickly and be brave to take risks responsibly to offer optimum benefits |
| KK5 | Having the ability to think visionary and to be open, communicative, creative, responsive to change and responsive to advances in science and technology within the scope of management science |

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| 3b. COURSE LEARNING OUTCOME (CPMK)  |
| CPL Code Supported  | **CPMK Code** | **CPMK** |
| S1, S6, S8, S9, PP1, KU3, KK3, KK5 | CPMK01 | Mastering the concept of entrepreneurship and entrepreneurial opportunity for small enterprises:* Understanding the basics of entrepreneurship for small enterprises.
* Understanding creativity, innovation, and entrepreneurship
* Understanding the process of starting a small business with competitive advantages.
* Understanding the problems in a family enterprise.
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| KU1, KU2, KU3, KK3, KK5 | CPMK02 | Mastering the concept of planning and marketing for small enterprises:* Developing business plans, strategic plans, and business models for small enterprises.
* Developing the marketing strategies, products, and pricing of a small enterprise.
* Developing the distribution and promotional strategies for a small enterprise
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| KU1, KU2, KU3, KK3, KK5 | CPMK03 | Mastering the concept and implementation of management in small enterprises:* Developing an implementation pattern of human resource management in small enterprises.
* Developing an implementation pattern of operations management in small enterprises
* Developing an implementation pattern of financial management in small enterprises.
* Developing management strategies for the growth of small enterprises
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| 4.Learning Materials and Main References |
| Learning Materials | 1. Introduction to Small & Medium Enterprises Management
2. Basics of Entrepreneurship
3. Creativity, Innovation, and Entrepreneurship
4. Starting a Small Enterprise with Competitive Advantages
5. Family Enterprise
6. Developing a Business Plan
7. Report on Small Enterprises Plan – Part 1
8. Marketing Strategy for Small Enterprises
9. Distribution and Promotional Strategy
10. HR Management in Small Enterprises
11. Operations Management in Small Enterprises
12. Financial Management in Small Enterprises
13. Management of Small Enterprises Growth
 |
| Main References | 1. Longenecker, J. G., Donlevy, L.B., Champion, T., Petty, J. W., Palich, L. E., Hoy, F. (2016). *Small Business Management, 6th Ed.* Nelson Education. Toronto. (L)
2. Scarborough, N. M. & Cornwall, J. R. (2016). *Essentials of Entrepreneurship and Small Business Management, 8th Ed*. Pearson Education Ltd. Harlow. (S)
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| Date: 16 August 2021 | Date: 10 August 2021 | Date: 01 August 2021 |
| Validated by Head of Study Program  | Examined by Coordinator of Scientific Cluster  | Prepared by Lecturer/Coordinator of Lecturers |
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TRANSLATOR STATEMENT

The information appearing herein has been translated

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