

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	

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.

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

3b. COURSE LEARNING OUTCOMES

Supported CPL Code	CPMK Code	CPMK Formulation
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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.

4. Learning Materials and Main References

Learning Materials	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Robert D. Hisrich, PhD., Michael P. Peters, PhD., and Dean A. Shepherd, PhD. 2017. <i>Entrepreneurship</i>. 10th Edition. McGraw Hill Education, NY. (Buku-1) 2. James R. Skinner. 2015. <i>Business Plan, Business Reality</i>. 4th Edition. Pearson. (Buku-2) 3. Suwinto Johan. 2019. Studi Kelayakan Pengembangan BIsnis. Graha Ilmu. Edisi 2 (Buku-3) 4. Supporting Articles/books

Date :	Date:	Date:
Approved by the Dean	Examined by the Head of the Study Program	Prepared by :
Dean	Anjar Priyono, PhD.	Drs. Al Hasain, MBA. Head of the Curriculum Development Team/ Syllabus Writer

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TRANSLATOR STATEMENT

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