

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	-

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.

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 <i>rahmatan lil'alam</i> (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

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: <ul style="list-style-type: none"> • 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.
KU1, KU2, KU3, KK3, KK5	CPMK02	Mastering the concept of planning and marketing for small enterprises: <ul style="list-style-type: none"> • 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
KU1, KU2, KU3, KK3, KK5	CPMK03	Mastering the concept and implementation of management in small enterprises: <ul style="list-style-type: none"> • 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

4. Learning Materials and Main References

Learning Materials	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Longenecker, J. G., Donlevy, L.B., Champion, T., Petty, J. W., Palich, L. E., Hoy, F. (2016). <i>Small Business Management, 6th Ed.</i> Nelson Education. Toronto. (L) 2. Scarborough, N. M. & Cornwall, J. R. (2016). <i>Essentials of Entrepreneurship and Small Business Management, 8th Ed.</i> Pearson Education Ltd. Harlow. (S)

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
Anjar Priyono, S.E., M.Si., Ph.D.	Dra. Siti Nursyamsiah, M.M.	Baziedy Aditya Darmawan, S.E., M.M.

October 05, 2022

TRANSLATOR STATEMENT

The information appearing herein has been translated by a Center for International Language and Cultural Studies of Islamic University of Indonesia
CILACS UII Jl. DEMANGAN BARU NO 24
YOGYAKARTA, INDONESIA.
Phone/Fax: 0274 540 255