

## UNIVERSITAS ISLAM NEGERI RADEN MAS SAID SURAKARTA

FAKULTAS : ADAB DAN BAHASA PROGRAM STUDI : SASTRA INGGRIS

## RENCANA PEMBELAJARAN SEMESTER

		KEITCAIT	A I EMBELAJAKAN SI	ENIEGIEK				
Mata Kuliah	Kode MK		Kelompok MK	SKS/SMT	Tgl Penyusunan			
Entrepreneurship in Creative Industry (Literature)	SIK350/MBKM		MKK	2/7	Agustus, 2022			
Otorisasi GKM	Dosen Pengampu I	MK	NIDN/NIDK/NUP		Ka. Program Studi			
Dr. M. Nanang Qosim, M.Pd.I	Dr. Nur Asiyah, SS		2026048101	Dr. M. Zainal Muttaqien, M.Hum				
Capaian Pembelajaran \	Capaian Pembelajaran I	,	*					
	HARD SKILLS				dge and skill in entrepreneurial fields.			
	SOFT SKILLS		a) Communicative skills in					
	a.i.		b) Resources management for entreprenurial purposes					
	1		ng as a citizen who is proud and loves the country, has nationalism and a sense of responsibility to the and nation					
	(no CPL)	state and	& and nation					
	Pengetahuan	Able to a	le to apply cultural concepts and theories to analyze socio-cultural phenomena					
	(no CPL)	Auc to a	ne to apply cultural concepts and theories to analyze socio-cultural phenomena					
	(110 012)		able to apply logical, critical, systematic and innovative thinking in the context of scientific development or implementation					
	Ketrampilan	Able to a						
		implemer						
	Capaian Pembelajaran N	Mata Kuli	ah (CPMK):					
		project le		s as a basic prerequi	site for the formation of an entrepreneurial spirit and			
	CPMK 2 (P) Develo	p underst			eneurship which includes basic concepts,			
	CPMK 3 (K) Interna	lize the v	values and attitudes contained in entrepreneurship, such as work ethic, achievement motive, creativity, decision-making skills, and so on					
Deskripsi Mata Kuliah				_				

MATRIK PI	ERKULIAHAN	-					
Minggu/ Pertemua n Ke-	Kemampuan Akhir yang Diharapkan	Materi/Tema Pokok	Metode Pembelajaran	Waktu Belajar (menit)	Pengalama n Belajar Mahasiswa	Indikator dan Kriteria Penilaian	Bobot Nilai
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to compose business plan for literary entrepreneurship  Soft Skill: Communicative skills in entrepreneurial context	<ul> <li>Structuring a business plan</li> <li>Devising a marketable product/service</li> <li>Selecting a compatible market</li> </ul>	- Brainstormi ng about the necessity of literary entrepreneu rship in the age of creative industry - Displayi ng types of literary entrepre neurship - Discussin g how to compose a business canvas	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas	
2	Planning a Business the important of talent in Business Talent Mapping, Understanding own talent to build the business temubakat.com	Steps For Planning Business	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas	
3	Choosing the Product Add values How to add values of product	How to choose Product Properly? Passion, Hobbies, Unique Experiences	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas	

4	5 Better P	Better Product Better Price Better Place Better Promotion Better People	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas
5	Price and values, and failure Observing values, observing 100 rejection	Choosing, evaluating, fixing the right product, price, and values, observing 100 rejection	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas
6	Branding	Choosing the Brand Name, meaning and philosophical	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas
7	Making Planning a Business (Proposal)	Proposal, Risk Management How to Design the Business SWOT analysis Development in the world Long life product?	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas
8	Funding	How to Evaluate the funding of Product?	Discussion Presentati on Lecturing Questions and	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas

			answers Quizzes				
9	Marketing Management How to promote product	online how to promote the product offline and online	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery Thorough staging in articulating a business canvas	

10	Practicing Business	Applicate the Business in real world	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas
11	Evaluating Business	Evaluate the business Runs	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas
12	Creating	Create the New Based on SWOT Analysis	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas
13	Students Web/ making Business channel. Personal Branding Branding Literature	-	Discussion Presentati on Lecturing Questions and answers Quizzes	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough staging in articulating a business canvas
14	Students are able to realize their business plan in a real entrepreneurial engagement.  Soft Skill:	Entrepreneurial engagement	Engaging in a field project	100 minutes	Note-taking Group discussion Practice	Clarity in idea delivery  Thorough and comprehesive

	Communicative skills in entrepreneurial context.					entrepreneurial engagement	
Penguatan C	Core Value Institusi					1	
	Religiousity						
	Modernity						
	Civility						
	Profesionality						
Penguatan me	oderasi beragama						
Integrasi Islan	m-sains-kearifan Lokal						
Integrasi deng	gan Mata Kuliah lain						
Daftar Refere	ensi	Lee, M. (2011). Business Pl	ans Handbook v	ol. 22. Gale	•		
		Pinson, L. (2008). Anatomy	of a Business P	lan: The Ste	p-by-step Guide to Build	ing Your Busines	ss and
		securing Your Company's F	uture. aka assoc	iates.			

## Format Rancangan Tugas Mahasiswa

Mata Kuliah : Entrepreneurship in Creative Industry (Literature)

Kelas/ Semester : 7 SKS : 2

Dosen : Nur Asiyah, SS, MA



## UNIVERSITAS ISLAM NEGERI RADEN MAS SAID SURAKARTA

40 %

FAKULTAS ADAB DAN BAHASA PROGRAM STUDI SASTRA

**INGGRIS** 

d. Final Semester

		RANCANGA	N PEN	IBERIAN T	ΓUGAS M	IAHASISWA
	Mata Kuliah	Kelas/Semester	SKS	Minggu Ke	Tugas Ke	Dosen Pengampu
	preneurship in Creative try (Literature)	7	2			Nur Asiyah, SS, MA
1	Tujuan Tugas					
2	Uraian Tugas					
	a. Objek Tugas					
	b. Batasan Pengerjaan Tugas					
	c. Metode/Cara dan Acuan Tugas					
	d. Deskripsi Luaran Tuga	as				
3	Kriteria Penilaian					
	a. Kehadiran dan partisipasi (Gmeet & SiKulon)					
	b. Project		20 %			
	c. Mid					
			+			