

MATRIK PERKULIAHAN

Minggu/ Pertemuan Ke-	Kemampuan Akhir yang Diharapkan	Materi/Tema Pokok	Metode Pembelajaran	Waktu Belajar (menit)	Pengalaman 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 style="list-style-type: none"> - Structuring a business plan - Devising a marketable product/service - Selecting a compatible market 	<ul style="list-style-type: none"> - Brainstorming about the necessity of literary entrepreneurship in the age of creative industry - Displaying types of literary entrepreneurship - Discussing 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 and offline marketing Advertisement Off line and 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 comprehensive	

	Communicative skills in entrepreneurial context.					entrepreneurial engagement	
Penguatan Core Value Institusi							
	Religiosity						
	Modernity						
	Civility						
	Profesionalitas						
Penguatan moderasi beragama							
Integrasi Islam-sains-kearifan Lokal							
Integrasi dengan Mata Kuliah lain							
Daftar Referensi		<p>Lee, M. (2011). Business Plans Handbook vol. 22. Gale.</p> <p>Pinson, L. (2008). Anatomy of a Business Plan: The Step-by-step Guide to Building Your Business and securing Your Company's Future. aka associates.</p>					

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 FAKULTAS ADAB DAN BAHASA PROGRAM STUDI SASTRA INGGRIS					
RANCANGAN PEMBERIAN TUGAS MAHASISWA						
Mata Kuliah		Kelas/Semester	SKS	Minggu Ke	Tugas Ke	Dosen Pengampu
Entrepreneurship in Creative Industry (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 Tugas					
3	Kriteria Penilaian					
	a. Kehadiran dan partisipasi (Gmeet & SiKulon)		10 %			
	b. Project		20 %			
	c. Mid		30 %			
	d. Final Semester		40 %			