





**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA**  
**FACULTY OF SOCIAL SCIENCES AND POLITICAL SCIENCE**  
**BACHELOR'S DEGREE PROGRAMME IN BUSINESS ADMINISTRATION (S1)**

**DOCUMENT CODE**  
 Course  
 Description/BUSINESS  
 ADMINISTRATION  
 S1/152220443/2023

**COURSE DESCRIPTION**

COURSE	CODE :	Subject Cluster	CREDIT POINT		SEMESTER	Date of Preparation
Business	Planning & Development (152220443)	General	T = 3 (4,8 ECTS)	P = 0	5	09 January 2023
AUTHORIZATION	Development Lecturer Course Description	Curriculum Coordinator		Programme Chair		
	1.IDA SUSI DEWANTI 2.HUMAM SANTOSO UTOMO 3.Meilan Sugiarto 4.Muhammad Irfan Mu'afi, S.E., M.A.B.	 Meilan Sugiarto		 Drs. Indro Herry Mulyanto, M. Si		
Learning Outcomes (LO)	General Learning Objective (GLO)					
	A1	Apply religious, national, <i>bela negara</i> , and professional ethics values independently and in a group setting. (LO 1)				
	GS1	Make accurate decisions in implementing programs, supervision, and evaluation in their field of expertise through the application of logical, critical, systematic, and innovative thinking. (LO 2)				
	K2	Apply theories into business practices based on creativity, innovation, and the utilisation of information technology. (LO 6)				
	SS3	Formulate innovative new business ideas based on risk assessment and opportunities in the global environment. (LO 12)				

SS4

Formulate functional business strategies in the context of utilising technology in both conventional and digital business models for business development. (LO 13)

<b>Course Learning Outcomes (CLO)</b>	
CLO1	Students understand about Feasibility Study, its Scope and Feasibility Study Design (P2)
CLO2	Students are able to analyse legal, socio-economic and cultural aspects (S1)
CLO3	Students are able to analyse Market, Marketing, Management and Financial Aspects (KK4)
CLO4	Students are able to select projects by analysing investment criteria. (KU1)
CLO6	Students are able to make Business Feasibility Study Reports. (KK3)
<b>End capability of each learning stage (Sub-CLO)</b>	
Sub CLO1	Students are able to explain business feasibility study and its aspects. Able to explain the objectives, benefits, and intensity of business feasibility studies (SKB), as well as the relationship between SKB and Investment (CLO 1) (C1, A1, P1)
Sub CLO2	Students are able to explain the types and objectives of investment. Able to explain the types, sources, ways of obtaining, and framework/tools of data analysis, and able to explain the design of the feasibility study report format. (CLO 1) (C1, A1, P1)
Sub CLO3	Students are able to explain and analyse legal, social, and economic aspects of culture (CLO 2) (C3, A3, P2)
Sub CLO4	Students are able to explain market potential, market share, competitive factors and effective strategies. (CLO 3) (C2, A2, P2)
Sub CLO5	Students are able to determine the location of the project, determine the building model. Selection of machinery, other equipment and technology, determination of layout, and determination of production scale. (CLO 3) (C2, A2, P2)
Sub CLO6	Students are able to explain the timing of project construction and how to effectively manage project operations. (CLO 3) (C1, A1, P1)
Sub CLO7	Students are able to explain data and data sources in financial aspects, needs and allocation of funds, sources of funds and cost of capital, estimation of cash flow (CLO 3) (C3, A3, P2)
Sub CLO8	Students are able to explain investment criteria analysis, consideration of risk factors in investment. (CLO 3) (C3, A3, P3)

Sub CLO9	Students are able to explain and select projects by Mutually exclusive alternative projects and Cross over discount rate analysis. (CLO 4) (C3, A2, P2)
Sub CLO10	Students are able to explain and make feasibility study reports. (CLO 6) (C3, A2, P3)
Sub CLO11	Students are able to explain and be able to provide arguments for the project to be carried out. (CLO 6) (C2, A2, P3)

Correlation of CPL to Sub-CLO					
CPL	A1	GS1	K2	SS3	SS4
Sub CLO1			X		
Sub CLO2			X		

Sub CLO3 X

Sub CLO4					X
Sub CLO5					X
Sub CLO6					X
Sub CLO7					X
Sub CLO8					X
Sub CLO9		X			
Sub CLO10				X	
Sub CLO11				X	

**Description of Course**

This course examines the theory and application of business development. More specifically, it focuses on the development of businesses that are creative and innovative and have a high probability of growth in the future. The discussion includes three interrelated elements: business design, business planning, and persuasion and presentation of business proposals in front of potential investors. The perspective and framework of this course is to understand how business innovation can generate growth and economic value for established companies. Therefore, it also discusses various business issues and the design of strategies and organisational practices that lead to business success. After studying this course, students will be able to prepare a business plan and its development.

Language of Introduction: Indonesian

**Learning Materials**

1. business planning and development

<b>References</b>	<b>Main :</b>
	1. Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003. 2. Suratman, Drs, M.Si., Studi Kelayakan Proyek, J & J Learning, Yogyakarta, 2001.
	<b>Supporters :</b>
	1. Umar Husein, Studi Kelayakan Bisnis, PT Gtamedia Pustaka Utama, Jakarta, 2003. 2. Husnan Suad dan Suwarsono Muhammad, Studi Kelayakan Proyek, UPP ADM YKPN, Yogyakarta, 2000.
<b>Lecturer</b>	Muhammad Irfan Mu'afi, S.E., M.A.B. dan IDA SUSI DEWANTI dan HUMAM SANTOSO UTOMO dan Meilan Sugiarto
<b>Prerequisite subjects</b>	None

Week	End capability of each learning stage (Sub-CLO)	Assessment		Learning Forms, Learning Methods, Assignments Students, [ Estimated Time ]		Material Learning [ Library] (Topic)	Assessment Weight (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to explain business feasibility study and its aspects. Able to explain the objectives, benefits, and intensity of a business feasibility study (SKB), as well as the relationship between SKB and investment.	1. understand the concept of a business feasibility study	K = Rubric B = Participation B = MID EXAM B = END EXAM	FL = Process Activities Learning DM = Lecture SA = Free Entry		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	

2	Students are able to explain the types and objectives of investment. Able to explain the types, sources, ways of obtaining, and framework/tools of data analysis, and able to explain the design of the feasibility study report format.	1. understand the concept of business communication	K = Rubric B = Participation	FL = Process Activities Learning DM = Lecture SA = Free Entry		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	
3	Students are able to explain and analyse the legal, social, and economic aspects of culture.	1. understand the concept of business communication	K = Rubric B = Participation	FL = Process Activities Learning DM = Lecture SA = Free Entry		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	
4	Students are able to explain market potential, market share, competitive factors and effective strategies.	1. understand the concept of a business feasibility study	K = Rubric B = Participation	FL = Process Activities Learning DM = Lecture SA = Free Entry		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	
5	Students are able to determine the location of the project, determine the building model. Selection of machinery, other equipment and technology, determination of layout, and determination of production scale.	1. understand the concept of a business feasibility study	K = Rubric B = Participation	FL = Process Activities Learning DM = Lecture SA = Free Entry		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	



6	Students are able to explain the timing of project construction and how to effectively manage project operations.	1. understand the concept of a business feasibility study	K = Rubric B = Participation	FL = Process Activities Learning DM = Lecture SA = Free Entry	- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.
7	Students are able to explain data and data sources in financial aspects, needs and allocation of funds, sources of funds and cost of capital, cash flow estimation	1. understand the concept of a business feasibility study	K = Rubric B = Participation	FL = Process Activities Learning DM = Lecture SA = Free Entry	- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.
8	Mid Exam				
9	Students are able to explain and select projects by Mutually exclusive alternative projects and Cross over discount rate analysis.	1. understand the concept of a business feasibility study	K = Rubric B = Participation	FL = Process Activities Learning DM = Lecture SA = Free Entry	- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.
10	Students are able to explain and make feasibility study reports.	1. understand the concept of business negotiation	K = Rubric B = Tugas B = Participation	FL = Process Activities Learning DM = Lecture SA = Free Entry	- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.

11	Students are able to explain and be able to provide arguments for the project to be carried out.	1. understand the concept of a business feasibility study	K = Rubric B = Participation	FL = Activity Learning Process DM = Group discussion SA = Free Entry		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	
12	Students are able to explain and be able to provide arguments for the project to be carried out.	1. understand the concept of a business feasibility study	K = Rubric B = Presentacion	FL = Activity Learning Process DM = Student presentation in class SA = Assignment Solving Problem Solving)		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	
13	Students are able to explain and be able to provide arguments for the project to be carried out.	1. understand the concept of a business feasibility study	K = Rubric B = Assignment Case	FL = Activity Assignment Structured DM = Case-based learning SA = Discussing a specific case that is done collaboratively		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	

14	Students are able to explain business feasibility study and its aspects. Able to explain the objectives, benefits, and intensity of a business feasibility study (SKB), as well as the relationship between SKB and investment.	1. understand the concept of a business feasibility study	K = Rubric B = Assignment Project	FL = Activity Assignment DM = Project-based learning SA = Making Project		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	
15	Students are able to explain and be able to provide arguments for the project to be carried out.	1. understand the concept of a business feasibility study	K = Rubric	FL = Activity Learning Process DM = Student presentation in class SA = Assignment Solving Problem Solving)		- Ibrahim Yakob, Drs, MM., Studi Kelayakan Bisnis, Rineka Cipta, Jakarta, 2003.	
16	Final Exam						



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**Course Name:** Business Planning and Development

<b>Code:</b> 152220443	<b>Weight Credit Point (T/P):</b> 3/0 <b>Semester:</b> 5	<b>Course Cluster</b> General	<b>No:</b>  <b>Date:</b>
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<b>AUTHORISATION</b>	<b>AUTHORING TEAM</b>	<b>Head of Cluster:</b> Meilan Sugiarto	<b>Head of Study Programme:</b> Drs. Indro Herry Mulyanto, M. Si
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Week (1)	Sub CLO (2)	Form of Assessment (Assessment) (%) (3)	Weight(%) (4)
	Sub CLO8 Students are able to explain investment criteria analysis, consideration of risk factors in investment. (C3, A3, P3)	Case Assignment () Project Task () Assignment () Written Test () Presentation () Participation ()	
<b>8</b>	<b>MID EXAM</b>	<b>WRITTEN TEST</b>	<b>35</b>
1,14	Sub CLO1 Students are able to explain business feasibility study and its aspects. Able to explain the objectives, benefits, and intensity of a business feasibility study (SKB), as well as the relationship between SKB and Investment (C1, A1, P1)	Case Assignment (0.0) Project Assignment (0.5) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 5 0 0 0 1
2	Sub CLO2 Students are able to explain the types and objectives of investment. Able to explain the types, sources, ways of obtaining, and framework/tools of data analysis, and able to explain the design of feasibility study report format. (C1, A1, P1)	Case Assignment (0.0) Project Assignment (0.0) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 0 0 0 0 1


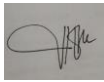


3	Sub CLO3 Students are able to explain and analyse aspects of Legal, social, and economic aspects of culture (C3, A3, P2)	Case Assignment (0.0) Project Assignment (0) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 0 0 0 1
4	Sub CLO4 Students are able to explain market potential, market share, coDMetitive factors and effective strategies. (C2, A2, P2)	Case Assignment (0.0) Project Assignment (0) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 0 0 0 1
5	Sub CLO5 Students are able to determine the location of the project, determine the building model. Selection of machinery, other equiSAent and technology, determination of layout, and determination of production scale. (C2, A2, P2)	Case Assignment (0.0) Project Assignment (0) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 0 0 0 1
6	Sub-CLO6 Students are able to explain the determination of project construction iDMlementation time and how effective management in project operations. (C1, A1, P1)	Case Assignment (0.0) Project Assignment (0) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 0 0 0 1
7	Sub CLO7 Students are able to explain data and data sources in financial aspects, needs and allocation of funds, Sources of funds and cost of capital, cash flow estimation (C3, A3, P2)	Case Assignment (0.0) Project Assignment (0) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 0 0 0 1
9	Sub CLO9 Students are able to explain and select projects using Mutually exclusive alternative project and Cross over discount rate analysis. (C3, A2, P2)	Case Assignment (0.0) Project Assignment (0) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 0 0 0 1

10	Sub CLO10 Students are able to explain and prepare feasibility study report. (C3, A2, P3)	Case Assignment (0.0) Project Assignment (0) Assignment (0.0) Written Test (0.0) Presentation (0.0) Participation (1.0)	0 0 5 0 0 1
11,12,13,15	Sub CLO11 Students are able to explain and be able to provide arguments for the project to be carried out. (C2, A2, P3)	Case Assignment (0,0,5,0) Project Task (0,0,0,0) Assignment (0,0,0,0) Written Test (0,0,0,0) Presentation (0,5,0,0) Participation (1,0,0,0)	5 0 0 0 5 1
<b>16</b>	<b>FINAL EXAM</b>	<b>WRITTEN TEST</b>	<b>35</b>
<b>Total Assessment Weight</b>			<b>100%</b>



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

**STUDENT TASK PLAN 1**

<b>Course</b>	<b>BUSINESS PLANNING &amp; DEVELOPMENT</b>		
<b>Code Course</b>	<b>152220443</b>	<b>Credit Point: 3 (3-0)</b>	<b>Semester : 5</b>
<b>Lecturer</b>	Muhammad Irfan Mu'afi, S.E., M.A.B. dan IDA SUSI DEWANTI dan HUMAM SANTOSO UTOMO dan Meilan Sugiarto		
<b>Task Form</b>	Group Task		
<b>Task Title</b>	creating a business model canvas		
<b>Sub CLO2</b>	- Students are able to explain the types and objectives of investment. Able to explain the types, sources, ways of obtaining, and framework/tools of data analysis, and able to explain the design of the feasibility study report format.		
<b>Task Description</b>	creating a business model canvas		
<b>Object of Work</b>			
<b>Method of Work Assignment</b>			
<b>Form and Format of Output</b>			
<b>Indicator and Assessment Weight</b>			
<b>Implementation Schedule</b>			
<b>Others:</b>			
<b>Reference List:</b>			
Yogyakarta, 09 January 2023			
Muhammad Irfan Mu'afi, S.E., M.A.B.			
IDA SUSI DEWANTI			
HUMAM SANTOSO UTOMO			
Meilan Sugiarto			



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STUDENT TASK PLAN 2

Course	<b>BUSINESS PLANNING &amp; DEVELOPMENT</b>		
Code Course	152220443	Credit Point : 3 (3-0)	Semester : 5
Lecturer	Muhammad Irfan Mu'afi, S.E., M.A.B. dan IDA SUSI DEWANTI dan HUMAM SANTOSO UTOMO dan Meilan Sugiarto		
Task Form	Group Task		
Task Title	creating a business model canvas		
Sub CLO2	- Students are able to explain the types and objectives of investment. Able to explain the types, sources, ways of obtaining, and framework/tools of data analysis, and able to explain the design of the feasibility study report format.		
Task Description	creating a business model canvas		
Object of Work			
Method of Work Assignment			
Form and Format of Output			
Indicator and Assessment Weight			
Implementation Schedule			
Others:			
Reference List:			
Yogyakarta, 09 January 2023			
Muhammad Irfan Mu'afi, S.E., M.A.B.			
IDA SUSI DEWANTI			
HUMAM SANTOSO UTOMO			
Meilan Sugiarto	