



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

DOCUMENT CODE

Course
Description/BUSINESS
ADMINISTRATION
S1/152220692/2023

COURSE DESCRIPTION

Course	(MK)	CODE :	Course Cluster	CREDIT POINT		SEMESTER	Date of Preparation
Business Modeling	(152220692)		General	T = 2 (3,2 ECTS)	P = 0	7	January 03, 2023
AUTHORIZATION	Developer Lecturer		Head of Cluster		Head of Study Program		
	Course Description						
	1. .Dr. Adi Soeprapto,S.Sos.,M.Sc 2. Ahmad Zaki, S.A.B., M.A.B.		 Meilan Sugiarto		 Drs. Indro Herry Mulyanto, M.Sc		
Learning Outcomes (LO)	(GLO-PRODI) assigned to the course						
	A1	Apply religious, national, bela negara, and professional ethics values independently and in a group setting.					
	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.					
	K2	Apply theories into business practices based on creativity, innovation, and the utilisation of information technology.					

SS3	Formulate innovative new business ideas based on risk assessment and opportunities in the global environment.
Course Learning Outcomes (CLO)	
CLO1	Students are able to explain the definitions, components, functions and strategies of a business model (KK3, KU1, P2, S1)
CLO2	Students are able to design business models according to the ideas and business opportunities they currently have (KK3, KU1, P2, S1)
CLO3	Students are able to analyze business models so they can design and create strategic decisions from a business (KK3, KU1, P2, S1)
Final capability of each learning stage (Sub-CLO)	
Sub CLO1	Students are able to explain the meaning of business model (CPMK 1) (C2, A3, P2)
Sub CLO2	Students are able to explain the classification and approach of business models (CLO 1) (C2, A3, P2)
Sub CLO3	Students are able to connect business ideas with business models from manufacturing/service companies to the Business Model Canvas (CPMK 2) (C3, A3, P2)
Sub CLO4	Students are able to explain the patterns in current business models and provide examples of business patterns (CPMK 2) (C3, A3, P2)
Sub CLO 5	Students are able to explain the designs in business models (CLO 2) (C3, A3, P2)
Sub CLO6	Students are able to analyse business models for business strategy design (CLO 3) (C4, A4, P2)
Sub CLO7	Students are able to formulate business model designs (CLO 3) (C4, A4, P3)
Sub CLO8	Students are able to conclude business processes by using business models (CPMK 3) (C4, A4, P3)
Correlation of GLO to Sub-CLO	

	GLO	A1	GS1	K2	SS3
	Sub CLO1	X	X	X	X
	Sub CLO2	X	X	X	X
	Sub CLO3	X	X	X	X
	Sub CLO4	X	X	X	X
	Sub CLO5	X	X	X	X
	Sub CLO6	X	X	X	X
	Sub CLO7	X	X	X	X
	Sub CLO8	X	X	X	X
Description Of Course	In this course, students learn about the definition, components, functions and strategies of a business. As well as being able to analyse and design a new business model by paying attention to the components contained in a business model and business model patterns. After attending this lecture students will have an overview of how to analyse and design a business model so that strategic decisions are obtained. Language of Introduction: Indonesian				
Material Study/Material Learning	1. Definition of Business Model 2. Business Model Classifications and Approaches 3. Business Model Canvas 4. Patterns of business models 5. Business model design				

	6. Business model canvas for business strategy design 7. Formulating a business model canvas 8. Summarising the business model canvas
References	Main :
	1. Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey
	Supporters:
	1. Business Model Management : Design, Process, Instruments, Second Edition, Bernd W. Wirtz, 2020, Springer Texts in Business and Economics, Switzerland AG
Lecturer teacher	Ahmad Zaki, S.A.B., M.A.B. dan Dr. Adi Soeprapto, S.Sos.,M.Si dan Meilan Sugiarto dan Eny Endah Pujiastuti
Prerequisite courses	Introduction To Business Administration

Week	Final capability of each learning stage (Sub-CLO)	Evaluation		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 the definition of a business model	Accuracy in explaining the meaning of Business Model	K = Rubric B = Mid Exam	BP = Activity Learning Process MP = Lecture PM = Reasoning-gap task		- Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves	

						Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
2	Students are able to explain the classification and approach of business models business model	Accuracy in explaining the classification and approach of business models business model definition and concept of Entity	K = Rubric B = Mid Exam	BP = Activity Learning Process MP = Lecture PM = Task Solving Problem (Problem solving)		-Business Model Management : Design, Process, Instruments, Second Edition, Bernd W. Wirtz, 2020, Springer Texts in Business and Economics, Switzerland AG Ch.2-3	
3	Students are able to connect business ideas with business models from manufacturing/service companies to the Business Model Canvas.	Accuracy of linking the business idea to the business model canvas	K = Rubric B = Task B = Mid Exam	BP = Activity Assignment Structured MP = Collaborative learning PM = Discuss specific cases that are worked on collaboratively		- Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
4	Students are able to connect business ideas with business models from manufacturing/service companies to the Business Model Canvas.	Accuracy of linking the business idea to the business model canvas	K = Rubric B = Task B = Mid Exam	BP = Activity Assignment Structured MP = Collaborative learning		- Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander	

				PM = Discuss specific cases that are worked on collaboratively		Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
5	Students are able to explain the patterns in the current business model and provide examples of business patterns	Accuracy in explaining the patterns in business models	K = Rubric B = Mid Exam	BP = Activity Learning Process MP = Lecture PM = Information-gap task		- Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
6	Students are able to explain the patterns in the current business model and provide examples of business patterns	Accuracy in explaining the patterns in business models	K = Rubric B = Task B = Mid Exam	BP = Activity Learning Process MP = Lecture PM = Opinion- gap task		- Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
7	Students are able to explain the designs in business models	Accuracy in explaining patterns in business models	K = Rubric B = Mid Exam	BP = Activity Assignment Structured MP = group discussion		- Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers,	

				learning PM = Reasoning-gap task		Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
8	Mid Exam						
9	Students are able to analyse business models for designing business strategy	Accuracy in analysing business models for business strategy design Business	K = Rubric B = Task	BP = Activity Learning Process MP = Lecture PM = Information-gap task		Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
10	Students are able to formulate a business model design	Accuracy in formulating the business model design	K = Rubric B = Project Tasks	BP = Activity Assignment Structured MP = Project-based learning PM = Project Making		Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
11	Students are able to formulate a business model design	Accuracy in formulating the business model design	K = Rubric B = Project Tasks	BP = Activity Assignment Structured MP = Project-based learning		Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John	

				PM = Project Making		Wiley & Sons, Inc., Hoboken, New Jersey	
12	Students are able to formulate business model designs	Accuracy in being able to formulate a business model design	K = Rubric B = Project Tasks	BP = Activity Assignment Structured MP = Project-based learning PM = Project Making		Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
13	Students are able to summarise the business process process by using business model business model	Accuracy in summarising business processes using business models business model	K = Rubric B = Project Task B = Presentation	BP = Activity Assignment Structured MP = Project-based learning PM = Discuss specific cases that are worked on collaboratively		Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
14	Students are able to summarise the business process business process by using business model	Accuracy in concluding business processes using business models	K = Rubric B = Project Task B = Presentation	BP = Activity Assignment Structured MP = Projrct-based learning		Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	

				PM = Discuss specific cases that are worked on collaboratively			
15	Students are able to summarise business processes using business models	Accuracy in summarising business processes using business models	K = Rubric B = Project Task B = Presentatio n	BP = Activity Learning Process Structured MP = group discussion		Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder & Yves Pigneur, 2010, John Wiley & Sons, Inc., Hoboken, New Jersey	
16	Final Exam						



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Courses: Business Modeling			
Code: 152220692	Weight Credit Point (T/P): 2 (3,2 ECTS) /0 Semester: 7	Course Cluster: General	No: Date:
AUTHORIZATION	DRAFTING TEAM	Head of Cluster: Meilan Sugiarto	Head of Study Program: Drs. Indro Herry Mulyanto, M.Sc
Week (1)	Sub CLO (2)	Assessment form (Assessment) (%) (3)	Weight (%) (4)
1	Sub CLO 1 Students are able to explain the meaning of business model (C2, A3, P2)	Task Cases (0) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
2	Sub CLO 2 Students are able to explain the classification and approach of business models (C2, A3, P2)	Case Tasks (0) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
3,4	Sub CLO 3 Students are able to connect business ideas with business models from manufacturing/service companies to Business Model Canvas (C3, A3, P2)	Case Tasks (0,0) Project Tasks (0,0) Tasks (5,5) Writing Test (0,0) Presentation (0,0) Participation (0,0)	0 0 10 0 0 0
5,6	Sub CLO 4 Students are able to explain the patterns in current business models and provide examples of business patterns (C3, A3, P2)	Case Tasks (0,0) Project Tasks (0,0) Tasks (0,5) Writing Test (0,0)	0 0 5 0

		Presentation (0,0)	0
		Participation (0)	0
7	Sub CLO 5 Students are able to explain the designs in business model (C3, A3, P2)	Case Tasks (5)	5
		Project Tasks (0)	0
		Tasks (0)	0
		Writing Test (0)	0
		Presentation (0)	0
		Participation (0)	0
8	Mid Exam	WRITING TEST	35
9	Sub CLO 6 Students are able to explain worksheets and be able to prepare financial reports (C2, A2, P2)	Case Tasks (0)	0
		Project Tasks (0)	0
		Tasks (5)	5
		Writing Test (0)	0
		Presentation (0)	0
		Participation (0)	0
10,11,12	Sub CLO 7 Students are able to formulate business model designs (C4, A4, P3)	Case Tasks (0,0,0)	0
		Project Tasks (5,5,5)	15
		Tasks (0,0,0)	0
		Writing Test (0,0,0)	0
		Presentation (0,0,0)	0
		Participation (0,0,0)	0
13,14,15	Sub CLO 8 Students are able to conclude business processes using business models (C4, A4, P3)	Case Tasks (0,0,0)	0
		Project Tasks (5,5,5)	15
		Tasks (0,0,0)	0
		Writing Test (0,0,0)	0
		Presentation (5,5,5)	15
		Participation (0,0,0)	0
16	Final Exam	WRITING TEST	0

	Total Assessment Weight	100%
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