



UNIVERSITAS PENDIDIKAN INDONESIA

SEMESTER LEARNING PLAN (RPS)

COURSE INFORMATION

Course Name	Course Code	Credits	Workload	Course Group	Semester	Prerequisite Course	Published Date
ENTREPRENEURSHIP	SA107	2	90	MKKIPS	4	-	2025-09-09 11:26:56

Prepared by	Reviewed by	Approved by
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COURSE DESCRIPTION AND LEARNING OUTCOME

Course description	This course discusses the concepts and practices of entrepreneurship as well as the implementation of entrepreneurial principles. Students are expected to develop a comprehensive understanding and embodiment of entrepreneurship characterized by JEMPOL (honest, ethical, independent, optimistic, and flexible) in business, thereby fostering their motivation to engage in entrepreneurial activities. The course material covers building attitudes, personality, and creative ideas, along with innovation to create business ventures that lead to becoming independent entrepreneurs. It also includes designing competitive business models and developing solid strategic plans, conducting feasibility studies, and preparing superior business plans using SWOT analysis in relation to the creative industry. Furthermore, students will learn to create business plan formats that take into account financial considerations and strong marketing strategies, determine appropriate target markets, conduct research for competitive advantage, and select suitable locations for running a business.		
Program learning outcomes assigned in the course	1	S.1 Devout to God Almighty and able to demonstrate a religious attitude	
	2	P.4 Mastering data literacy in accordance with the demands of professional tasks in the era of the Industrial Revolution 4.0.	
	3	KU.2 Students are able to demonstrate independent, high-quality, and well-structured performance	
	4	KK.3 Utilizing and solving problems based on data literacy in accordance with the demands of professional tasks in the era of the Industrial Revolution 4.0	
Course Learning Outcome (CPMK)	1	S.1 Students are able to demonstrate a responsible attitude in completing course assignments	
	2	P.4 Students are able to identify the concepts of entrepreneurship	
	3	KU.2 Students are able to demonstrate independent, high-quality, and well-structured performance in the context of understanding, comprehending, and explaining the concepts of entrepreneurship	
	4	KK.3 Students are able to utilize and solve problems in economic mathematics in accordance with the demands of professional tasks in the era of the Industrial Revolution 4.0	
Sub-CPMK	1	CPMK - 1	Entrepreneurship values
	2	CPMK - 2	Business idea and opportunities
	3	CPMK - 4	SWOT Analysis
	4	CPMK - 4	Production and Projection of Finance
	5	CPMK - 2	Marketing Mix in Entrepreneurship
	6	CPMK - 4	Planning finance
	7	CPMK - 2	Break Even Point (BEP)
	8	CPMK - 4	UTS
	9	CPMK - 2	Business Model Canvas

	10	CPMK - 2	Business Model Canvas
	11	CPMK - 4	Business Model Canvas
	12	CPMK - 4	Business Model Canvas
	13	CPMK - 2	Strategy to Challenge Industry 4.0
	14	CPMK - 2	Expo Business
	15	CPMK - 2	Business Incubator
	16	CPMK - 3	UAS
Course Material	1	Entrepreneurship values	
	2	Business idea and opportunities	
	3	SWOT Analysis	
	4	Production and Projection of Finance	
	5	Marketing Mix in Entrepreneurship	
	6	Palnning finance	
	7	Break Even Point (BEP)	
	8	UTS	
	9	Business Model Canvas	
	10	Business Model Canvas	
	11	Business Model Canvas	
	12	Revolution of Creative Industry 4.0	
	13	Strategy to Challenge Creative Industry 4.0	
	14	Expo Business	
	15	Business Incubator	
	16	UAS	

Learning outcomes demonstrated at the end of the course *)	Students are able to create business plan	
Learnig Strategy	✓	Case Method
		Team based Project
		Lainnya
Learning Stages	Learning is carried out in two stages 1 : Lecture Stage 2 : Practice	
References	1	Alma, Buchori. 2014. Kewirausahaan. Bandung: Alfabeta.
	2	Hisrich, Robert D and Peters, Michael P. 2017. Entrepreneurship, Tenth Edition. Boston : McGraw Hill Irwin lambing, Peggy Kuehl,
	3	Kao J.J. 1999 The Entrepreneurial Organization. New Jersey: prentice Hall International Inc. 14
	4	Lupiyoadi, Rambat. 2018. Entrepreneurship from Mindset to Strategy. Jakarta: LPFEUI.
	5	Peggy A. Lambing and Charles R. Kuehl. 2006. Entrepreneurship 4th Edition , Person
	6	Rhenald Kasali, dkk. 2010. Modul Kewirausahaan. Jakarta Selatan: Penerbit Hikmah.
	7	Suryana. 2013. Kewirausahaan: Pedoman Praktis, Kiat, dan Proses Menuju Sukses. Jakarta: Salemba Empat
	8	USAID JAPRI, 2018, Modul Kewirausahaan.
	9	Zimmerer, Thomas W & Scarborough, Norman M. 1996. Entrepreneurships and New Venture Formation. New Jersey: Prentice Hall International Inc.

LEARNING PLAN

Week-	Sub-CPMK	Learning Indicator	Course Material	Assessment		Learning Methode		Durati on (hou)	Reference s	Acces s Time
				Assessm ent methode (test/nont est)	Assessme nt weighting(%)	Synchrono us	Asynchronous			
1	Entrepreneurship values	Students' learning objectives include becoming independent entrepreneurs. Students are expected to build entrepreneurial characteristics and spirit (soft skills) and to develop their passion for entrepreneurship.	Entrepreneurship values	Partisipative	0	Synchronous	Individual Assignment	100	1,7,8	03-02-2025 16:20
2	Business idea and opportunities	Students are able to create business ideas and opportunities.	Business idea and opportunities	Partisipative	0	Synchronous	Individual Assignment	100	8	10-02-2025 14:40
3	SWOT Analysis	Students are able to create SWOT analysis	SWOT Analysis	Partisipative	0	Synchronous	Individual Assignment	100	8	17-02-2025 14:40
4	Production and Projection of Finance	Students are able to explain production and financial projections	Production and Projection of Finance	Partisipative	0	Synchronous	Individual Assignment	100	1,7,8	24-02-2025 14:40
5	Marketing Mix in Entrepreneurship	Students are able to explain the marketing mix in entrepreneurship.	Marketing Mix in Entrepreneurship	Partisipative	0	Synchronous	Individual Assignment	100	1,6,7,8	03-03-2025 10:00
6	Planning finance	Students are able to design business financial planning.	Planning finance	Partisipative	0	Synchronous	Individual Assignment	100	1	10-03-2025 14:40
7	Break Even Point (BEP)	Students are able to calculate BEP	Break Even Point (BEP)	Partisipative	10	Synchronous	Individual Assignment	100	1	17-03-2025 10:00

8	UTS	Students are able to explain material 1 - 7	UTS	Multiple Choice	0	Synchronous	Individual Assignment	100	1,2,3,4,5,6,7,9	24-03-2025 09:00
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Week-	Sub-CPMK	Learning Indicator	Course Material	Assessment		Learning Methode		Durati on (hou)	References	Acces s Time
				Assessm ent methode (test/nont est)	Assessment weighting(%)	Synchrono us	Asynchronous			
9	Business Model Canvas	Students are able to present Business Model Canvas	Business Model Canvas	Partisipative	10	Synchronous	Individual Assignment	100	1,6,8	14-04-2025 11:00
10	Business Model Canvas	Students are able to create Business Model Canvas	Business Model Canvas	Partisipative	10	Synchronous	Individual Assignment	100	8	21-04-2025 10:00
11	Business Model Canvas	Students are able to create Business Model Canvas	Business Model Canvas	Partisipative	10	Synchronous	Individual Assignment	100	8	28-04-2025 10:00
12	Business Model Canvas	Students are able to create Business Model Canvas	Revolusi Industri Kreatif 4.0	Partisipative	10	Synchronous	Individual Assignment	100	7	05-05-2025 10:00
13	Strategy to Challenge Industry 4.0	Students are able to explain strategies for addressing the challenges of the Creative Industry 4.0.	Strategy to Challenge Industry 4.0	Partisipative	10	Synchronous	Individual Assignment	100	8,9	14-05-2025 10:00
14	Expo Business	Students are able to manage expo	Expo Business	Partisipative	30	Synchronous	Individual Assignment	100	8	19-05-2025 13:00
15	Business Incubator	Students are able to do business incubator	Business Incubator	Partisipative	0	Synchronous	Individual Assignment	100	8	23-05-2025 09:30

16	Entrepreneurship values	UAS	UAS	Essay	10	Synchronous	Individual Assignment	100	1,6,7,8,9	26-05-2025 07:00
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STUDENTS WORKLOAD

LEARNING	ACTIVITY		SYNCHRONOUS	ASYNCHRONOUS	STUDENTS LEARNING PREPARATION	TOTAL OF STUDENTS LEARNING DURATION
	Lecture		16 x 45 minute = 720 minute	16 x 45 minute = 720 minute	16 x 5 minute = 80 minute	1520 minute (25.3 hour)
	Project-based learning		14 x 45 minute = 630 minute	14 x 45 minute = 630 minute	14 x 5 minute = 70 minute	1330 minute (22.2 hour)
	Discussion (case study method)		16 x 45 minute = 720 minute	16 x 45 minute = 720 minute	16 x 5 minute = 80 minute	1520 minute (25.3 hour)
	TOTAL					4370 minute (72.8 hour)
ASSESSMENT		Advanced Assessment				
		Participation during Lecture	16 x 10 minute = 160 minute	16 x 5 minute = 80 minute	16 x 5 minute = 80 minute	320 minute (5.3 hour)
		Project Contribution	14 x 10 minute = 140 minute	14 x 5 minute = 70 minute	14 x 5 minute = 70 minute	280 minute (4.7 hour)
		Assignment	12 x 10 minute = 120 minute	12 x 5 minute = 60 minute	10 x 5 minute = 50 minute	230 minute (3.8 hour)
		Quiz	-x-	-x-	-x-	0 minute (0.0 hour)
		Formative				100 minute (1.7 hour)
		Sumative				100 minute (1.7 hour)
	TOTAL					1030 minute (17.2 hour)
TOTAL OF WORKLOAD						5400 Minute (90 Hour)
TOTAL OF IDEAL DURATION						90 Hour
CREDITS						2
CONFORMITY TO CREDITS TOTAL						CONFORM