



# UIN SUNAN KALIJAGA YOGYAKARTA

## FACULTY OF SCIENCE AND TECHNOLOGY

Jl. Marsda Adisucipto Yogyakarta 55281, Telp:+62274519739, Fax:+62274540971,

E-mail: [fst@uin-suka.ac.id](mailto:fst@uin-suka.ac.id), website: <http://saintek.uin-suka.ac.id/>

### Undergraduate Programme in Physics

Telp : +62274 519739

Email : [fisika@uin-suka.ac.id](mailto:fisika@uin-suka.ac.id)

Website : <https://fisika.uin-suka.ac.id/id>

### MODULE HANDBOOK

Module Name	Business Management							
Module level, if applicable	Bachelor							
Code, if applicable	FIS425037							
Subtitle, if applicable	-							
Courses, if applicable	Business Management							
Semester(s) in which the module is taught	5 <sup>th</sup> (fifth)							
Person responsible for the module	Bachtiar Rifai							
Lecturer(s)	Bachtiar Rifai							
Language	Indonesia							
Relation to curriculum	Elective course in the third year (5 <sup>th</sup> semester) Bachelor Degree							
Type of teaching, contact hours	100 minutes lectures and 120 minutes structured activities per week.							
Workload	Total workload is 90.6 hours per semester, which consists of 100 minutes lectures per week for 14 weeks, 120 minutes structured activities per week, 120 minutes individual study per week, in total is 16 weeks per semester, including mid exam and final exam							
Credit points	2							
Requirements according to the examination regulation	Minimum attendance 75% All assignments submitted Attendance on time							
Recommended prerequisites	No prerequisites stated on							
Module objectives/intended learning outcomes	<p>After completing this course, the students:</p> <ul style="list-style-type: none"> <li>CO 1. Students know the concept of entrepreneurship and startup</li> <li>CO 2. Students are able to validate business ideas using the concept of design thinking</li> <li>CO 3. Students are able to write business ideas into a business model canvas (BMC) chart</li> <li>CO 4. Students are able to make a simple business proposal (pitch deck) to be submitted to investors.</li> </ul>							
Content	<ol style="list-style-type: none"> <li>1. Concept of entrepreneurship and startup</li> <li>2. Design Thinking for starting a Business</li> <li>3. Business Model Canvas (BMC)</li> <li>4. Analysis of market potential: Total Addressable Market (TAM), Serviceable Addressable Market (SAM), Serviceable Obtainable Market (SOM)</li> <li>5. Components of a startup pitch deck</li> </ol>							
Study and examination requirements and forms of examination	<p>The final mark will be weighted as follows:</p> <table border="1"> <thead> <tr> <th>NO</th> <th>Assessment methods (components, activities)</th> <th>Weight (percentage)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final Examination</td> <td>40%</td> </tr> </tbody> </table>		NO	Assessment methods (components, activities)	Weight (percentage)	1	Final Examination	40%
NO	Assessment methods (components, activities)	Weight (percentage)						
1	Final Examination	40%						

	2	Mid-Term Examination	30%																																										
	3	Class Activities : Quiz, Homework, etc.	30%																																										
<p>The final assessment is expressed in the form of a letter value converted from a number value with the following categories:</p> <table border="1"> <thead> <tr> <th>NO</th> <th>Number Value</th> <th>Letter Value</th> <th>NO</th> <th>Number Value</th> <th>Letter Value</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>≥ 95</td> <td>A</td> <td>7</td> <td>65-69.99</td> <td>B/C</td> </tr> <tr> <td>2</td> <td>90-94.99</td> <td>A-</td> <td>8</td> <td>60-64.99</td> <td>C+</td> </tr> <tr> <td>3</td> <td>85-89.99</td> <td>A/B</td> <td>9</td> <td>55-59.99</td> <td>C</td> </tr> <tr> <td>4</td> <td>80-84.99</td> <td>B+</td> <td>10</td> <td>50-54.99</td> <td>C-</td> </tr> <tr> <td>5</td> <td>75-79.99</td> <td>B</td> <td>11</td> <td>55-34.99</td> <td>D</td> </tr> <tr> <td>6</td> <td>70-74.99</td> <td>B-</td> <td>12</td> <td>&lt;35</td> <td>E</td> </tr> </tbody> </table>				NO	Number Value	Letter Value	NO	Number Value	Letter Value	1	≥ 95	A	7	65-69.99	B/C	2	90-94.99	A-	8	60-64.99	C+	3	85-89.99	A/B	9	55-59.99	C	4	80-84.99	B+	10	50-54.99	C-	5	75-79.99	B	11	55-34.99	D	6	70-74.99	B-	12	<35	E
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Media employed	White-board, Lcd Projector, e-learning ( <a href="https://daring.uin-suka.ac.id/">https://daring.uin-suka.ac.id/</a> )																																												
Reading list	<ol style="list-style-type: none"> <li>Ronald J. Ebert &amp; Ricky W. Griffin. Business Essentials, 11/E. Prentice Hall. 2016.</li> <li>Stephen P. Robbins &amp; Mary A. Coulter. Management, 13/E. Prentice Hall. 2016</li> <li>David A. Whetten &amp; Kim S. Cameron. Developing Management Skills 9/E. Prentice Hall. 2016</li> <li>O. C. Ferrell, Geoffrey A. Hirt, Linda Ferrell. Business: A Changing World 10th edition. McGraw-Hill. 2015</li> <li>Daniel R. Gilbert, James A. F. Stoner, R. Edward Freeman. Management, 6th Edition. Pearson. 2009</li> </ol>																																												

### PLO and CO Mapping

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
CO 1					√	√			
CO 2					√	√			
CO 3					√	√			
CO 4					√	√			