

Undergraduate Programme in Physics

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MODULE HANDBOOK

Module Name	Entrepreneurship
Module level, if applicable	Bachelor
Code, if applicable	FIS415062
Subtitle, if applicable	-
Courses, if applicable	Entrepreneurship
Semester(s) in which the module is taught	6 th (sixth)
Person responsible for the module	Dr. Maya Rahmayanti, M.Si.
Lecturer(s)	Dr. Maya Rahmayanti, M.Si.
Language	Indonesia
Relation to curriculum	Elective course in the third year (6 th semester) Bachelor Degree
Type of teaching, contact hours	150 minutes lectures and 180 minutes structured activities per week.
Workload	Total workload is 136 hours per semester, which consists of 150 minutes lectures per week for 14 weeks, 180 minutes structured activities per week, 180 minutes individual study per week, in total is 16 weeks per semester, including mid exam and final exam
Credit points	3
Requirements according to the examination regulations	Minimum attendance 75%
Recommended prerequisites	No prerequisites stated on
Module objectives/intended learning outcomes	After completing this course, students should be able to: CO 1. Able to create a product proposal equipped with digital marketing methods, marketing strategies and creative ways to increase sales CO 2. Able to implement marketing strategies and creative ways to increase sales
Content	a. Scope of Entrepreneurship b. Physics entrepreneurship c. Digital Marketing d. Sales Strategy

- e. Creative Ways to Generate Traffic
- f. Product/Service Analysis
- g. Market Determination
- h. Proposal Preparation

Study and examination requirements and forms of examination	The final mark will be weighted as follows:						
	NO	Assessment methods (components, activities)				Weight (percentage)	
	1	Mid-Term Examination				20%	
	2	Final Examination				20%	
	3	Class Activities : Project, portfolio, report				60%	
	The final assessment is expressed in the form of a letter value converted from a number value with the following categories:						
	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	
Media employed	White-board, LCD Projector, e-learning (https://daring.uin-suka.ac.id/)						
Reading list	1. Dedy Takdir, Mahmudi AS, Samsudin Zaid, 2015, Kewirausahaan, Penerbit: Wijana Mahadi Karya						



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