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Dr.Sri Subekti, M.Pd		(DraTati Setiawati, M.Pd,MM)		Dr.Yulia Rahmawati, M.Si	
NIP 19590928 198503 2001		NIP 196305211993012 001		NIP. 19670720 199303 2 001	
Lecturer		TPK Prodi for Culinary Education		Chairwoman of Culinary Education Study Program	

SEMESTER LESSON PLAN (RPS)						
1. Course Identity						
Study Program Name	:	Culinary Education Study Program				
Name of Course	:	Entrepreneurship				
Code of Course	:	BG 105				
Group of Course ^{*)}	:	MKU	MKDK	MKKF	MKKP	MKKIPS
SKS weight	:	2 SKS (Semester Credit Unit)				
Level	:	S1				
Semester	:	Odd				
Prerequisite	:	-				
Status	:	Mandatory				
Lecturer Name and Code	:	Dr. Sri Subekti, M.Pd	0772			

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2. Course Description





This lecture will discuss the definition, purpose, scope of entrepreneurship. change thinking, creative thinking, action-oriented, risk taking, leadership theory, business ethics, “x” factor, seeking business ideas, marketing, financial management and business financing, starting a new business, business planning, business plan case studies.

3. Study Program Learning Outcomes (PLO))

The Learning Outcomes of Entrepreneurship Courses include:

- S Demonstrate scientific, educative, and religious attitudes and behaviors contributing to improving the quality of life in society, nation, and state, based on academic norms and ethics
- P3 Proficient in the theoretical concepts of Culinary in the area of Culinary expertise
- KU Can apply logical, critical, systematic, and innovative thinking in the context of science and technology development or implementation that pays attention to and applies humanities values corresponding their area of expertise.

- KK1 Can plan, implement, evaluate learning outcomes and evaluate the implementation of technology and vocational education in the area of Culinary Arts on a professional basis in formal education
- KK2 Can apply Information and Communication Technology as well as Literacy in Planning, Implementation, and Evaluation of Culinary Learning Outcomes

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4. Course Learning Outcomes (CLO)





The CLO number must follow the referenced SPLO number

- M1 Students can understand the basic concepts of entrepreneurship
- M2 Students can apply the basic concepts of entrepreneurship
- M3 Students can apply business in accordance with ethics
- M4 Students can analyze the proper marketing strategy in business
- M5 Students can analyze the financial management of a business
- M6 Students can design branding on the predetermined business plan
- M7 Students can apply their entrepreneurial knowledge in culinary arts field





5. Description of Lesson Plan

Minimum number of meeting is 16 (including MSE and UAS)





Meeting	Sub-CLO and Course Learning Outcome Indicators	Study Modules	Learning Format	Time	Assignment and Evaluation	References
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1-3	<p>Sub-CLO: Students can understand the basic concepts of entrepreneurship</p> <p>Indicators:</p> <ol style="list-style-type: none"> Students can explain the definition of entrepreneurship and entrepreneurship affairs (C2) Students can describe the characteristics entrepreneurial people (C2) Students can classify the types of entrepreneurs (C3) Students can express the type of real business and speculative business (C2) Students can express their opinion about creativity and innovation (C2) 	<p>Basic Concepts of Entrepreneurship</p> <ol style="list-style-type: none"> Definition of entrepreneurship and entrepreneurship affairs Characteristics of entrepreneurial people Types of entrepreneur The difference between <i>real</i> and speculative type of business The nature and attitude of an entrepreneur 	<p><i>Synchronous:</i> Meeting via zoom meeting</p> <p><i>Asynchronous:</i> Self study via spot.upi.edu Discussion forums (group discussion)</p> <p>Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>	<p>Seek the concept/definition of entrepreneurship, the characteristics of entrepreneurial people, and the purpose of studying entrepreneurship, entrepreneurial characteristics, natures and attitudes of an entrepreneur</p>	<p>Media:</p> <ul style="list-style-type: none"> Whiteboard Sum book LCD <p>Reference books:</p> <ol style="list-style-type: none"> Astim Riyanto and Arifah A. Riyanto, 2000, Basics of Entrepreneurship, Yapemdo Bandung. Buchari Alma, Entrepreneurship, 2002, CV Alfabeta, Bandung Moko P, 2005, Entrepreneurship Rhenald Kasali Ari Fadiati Hendro (2008)
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	6. Students can analyze opportunities before making them into a business (C4)	6. Creativity and innovation 7. Analyze opportunities before making them into a business			Personality, soul, and spirit and entrepreneurial tips Oral test at the end of class	
4-5	<p>Sub-CLO: Students can apply the basic concepts of entrepreneurship (C3)</p> <p>Indicators:</p> <ol style="list-style-type: none"> Students can identify the area of trading business (C1) Students can classify retail traders and wholesalers (C3) 	<ol style="list-style-type: none"> Area of trade business Classification of retailers and wholesalers Analysis of service business area Leadership theory Leader behavior and characteristics 	<p><i>Synchronous:</i> Meeting via zoom meeting</p> <p><i>Asynchronous:</i> Self study via spot.upi.edu Discussion forums (group discussion) Listening to lectures from lecturers, asking questions, doing</p>		<p>Seek examples of stories of successful retail traders become wholesalers and entrepreneurial training</p> <p>Oral test at the end of class</p>	<p>Media:</p> <ul style="list-style-type: none"> Whiteboard Reference books: LCD <p>Reference books:</p> <ol style="list-style-type: none"> Astim Riyanto and Arifah A. Riyanto, 2000, Basics of Entrepreneurship, Yapemdo Bandung.

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	<ol style="list-style-type: none"> 3. Students can analyze the field of production business to run (C4) 4. Students can explain leadership theory (C2) 5. Students can analyze the behavior and characteristics of a good leader (C4) 6. Students can apply entrepreneurial education and training (C3) 		assignments, and discussing			<ol style="list-style-type: none"> 2. Buchari Alma, Entrepreneurship, 2002, CV Alfabeta, Bandung 3. Moko P, 2005, Entrepreneurship 4. Rhenald Kasali 5. Ari Fadiati 6. Hendro (2008)
6-7	<p>Sub-CLO: Students can apply business in accordance with ethics</p> <p>Indicators: 1. Students can explain ethics in business (C2)</p>	<ol style="list-style-type: none"> 1. Ethics in business 2. Factors to be considered to maintain business 	<p><i>Synchronous:</i> Meeting via zoom meeting</p> <p><i>Asynchronous:</i> Self study via spot.upi.edu Discussion forums (group discussion)</p>		Case studies of various types of service businesses	<p>Media:</p> <ul style="list-style-type: none"> - Whiteboard - Reference books - LCD <p>Source books: 1. Astim Riyanto and Arifah A. Riyanto, 2000, Basics of</p>



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	2. Students can analyze the factors that cause a business to survive a long time (C4)		Listening to lectures from lecturers, asking questions, doing assignments, and discussing		Oral test at the end of class	Entrepreneurship, Yapemdo Bandung. 2. Buchari Alma, Entrepreneurship, 2002, CV Alfabeta, Bandung 3. Moko P, 2005, Entrepreneurship 4. Rhenald Kasali 5. Ari Fadiati 6. Hendro (2008)
8	Mid-Term Exam					
9	Sub-CLO: Students can analyze the proper marketing strategy in business Indicators:	1. production and marketing theory 2. marketing technique strategy	<i>Synchronous:</i> Meeting via zoom meeting <i>Asynchronous:</i> Self study via spot.upi.edu		Students seek examples of business opportunities in the surrounding area and then analyze the	Media: a. Whiteboard b. Reference books c. LCD Reference books:



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	1. Students can describe the theory of production and marketing (C2) 2. Students can analyze marketing engineering strategies (C4)		Discussion forums (group discussion) Listening to lectures from lecturers, asking questions, doing assignments, and discussing		marketing techniques applied Oral test at the end of class	1. Astim Riyanto and Arifah A. Riyanto, 2000, Basics of Entrepreneurship, Yapemdo Bandung. 2. Buchari Alma, Entrepreneurship, 2002, CV Alfabeta, Bandung 3. Moko P, 2005, Entrepreneurship 4. Rhenald Kasali 5. Ari Fadiati 6. Hendro (2008)
10-11	Sub-CLO: Students can analyze the financial management of a business Indicators:	1. The definition of income statement 2. ROA and ROE concept 3. accounts payable management	Synchronous: Meeting via zoom meeting Asynchronous: Self study via spot.upi.edu		Analyze the financial management of a business	







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<ol style="list-style-type: none"> 1. Students can explain the definition of income statement (C2) 2. Students can explain the concepts of ROA and ROE (C2) 3. Students can prepare financial reports (C6) 4. Students can describe the management of accounts payable (C2) 5. Students can explain the definition of a business or business plan (C2) 6. Students can state the benefits of a business plan (C2) 7. Students can classify the stages of preparing a business plan (C3) 	<ol style="list-style-type: none"> 4. business plan definition 5. business plan benefits 6. business plan format 	Discussion forums (group discussion) Listening to lectures from lecturers, asking questions, doing assignments, and discussing	Oral test at the end of class
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	8. Students can run a business or business plan format (C3)					
12-13	<p>Sub-CLO: Students can design branding on the predetermined business plan (P2)</p> <p>Indicators:</p> <ol style="list-style-type: none"> Students can distinguish the concept of a business plan and a business planning (C2) Students can state issues to be included in a business plan (C2) Students can analyze the scope of the business plan (C4) Students can explain the definition of branding (C2) Students can simulate the benefits of branding (C3) 	<ol style="list-style-type: none"> Business plan and business planning concept Basic issues to be included in a business plan Business plan coverage Branding definition Describe the benefits and goals of branding Branding design 	<p><i>Asynchronous:</i> Self study via spot.upi.edu Discussion forums (group discussion) Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>		<p>Create branding, including logos and its meanings</p>	<p>Media: Whiteboard</p> <p>LCD</p> <p>Source books:</p> <ol style="list-style-type: none"> 1. Astim Riyanto and Arifah A. Riyanto, 2000, Basics of Entrepreneurship, Yapemdo Bandung. 2. Buchari Alma, Entrepreneurship, 2002, CV Alfabeta, Bandung 3. Moko P, 2005, Entrepreneurship 4. Rhenald Kasali

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	6. Students can design branding (P2)					5. Ari Fadiati 6. Hendro (2008)
14-15	<p>Sub-CLO: Students can apply their entrepreneurial knowledge in culinary arts area</p> <p>Indicators:</p> <ol style="list-style-type: none"> Students can explain the concept of product design/prototype (C2) Students can analyze product and service opportunities (C4) Students can create product design/prototype concept (C6, P2) 	<ol style="list-style-type: none"> Design concept/prototype concept Mass production stages Product and service opportunities Culinary Arts business concept 	<p><i>Asynchronous:</i> Self study via spot.upi.edu Discussion forums (group discussion)</p> <p>Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>		<p>Students exercise entrepreneurship</p>	<p>Media: Whiteboard LCD</p> <p>Reference books: 1.Moko P, 2005, Entrepreneurship in the perspective of the Indonesian Nation condition, PT Alfabeta Bandung 2.Longenecker. J.G..et.all. (2001). Small Business Entrepreneurship Management-Book I. Jakarta:Salemba empat.</p>



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4. Students can design businesses in the culinary area (C6, P2)

16

Semester Final Exam

6. References

- Kurnia, Dewi. Hasanah and Airine. 2020, *Entrepreneurship Management*, Sleman: Deepublish Publisher,;
- Alma, Buchari. (2010). *Entrepreneurship*. Bandung : CV Alfabeta;
- Ari Fadiati. (2012). *Culinary Arts Entrepreneurship* Rosda Karya; PUBLISHER
- Hendro. (2011). *Basics of Entrepreneurship*. Jakarta. Erlangga;
- Firmansyah, Anang and Anita. (2020). *Entrepreneurship (Basics and Concepts)*. Pasuruan: CV. Penerbit Qiara Media.

7. Teaching Modules (Appendix 1)

8. Evaluation Instruments (Appendix 2)



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