



UNIVERSITAS DIPONEGORO
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
PROGRAM STUDI S1 ILMU KOMUNIKASI

Jl. Prof. Soedharto, Kampus Tembalang, Semarang
Telp. (024) 7465408

RENCANA PEMBELAJARAN SEMESTER (RPS)

EDISI REVISI KE - 1

Mata Kuliah	Kode	Rumpun MK	Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
Entrepreneurship	UNW00007	Communication Science	3	Genap	15 Agustus 2021/1
Otorisasi	Dosen Pengembang RPS		Koordinator RMK		Ka. Prodi
	Amida Yusriana, M.I.Kom Primada Qurotta Ayun, MA		Amida Yusriana, M.I.Kom		Rouli Manalu, Ph.D
Capaian Pembelajaran (CP)	CPL – Prodi				
	A1, A2, A3, A4, A5, A10 P2 KU1, KU2, KU5,KU6, KU7 KK1, KK2, KK5, KK7, KK10				
	CP – MK				
	C1	Knowing the basics of enterpreneurhsip			
	C2	Understanding the basics of entrepreneurship			
	C3	Applying the basic of entrepreneurship			
	C4	Analyzing the basic of entrepreneurship			
	C5	Conducting the basic of entrepreneurship			
	C6	Evaluating the basic of entrepreneurship			

Deskripsi Mata Kuliah	This course is designed as a course that provides students with knowledge in theoretical concepts and practical experience in carrying out entrepreneurial activities.	
Materi Pembelajaran/ Pokok Bahasan	1. Market Research 2. 4 P 3. Creativity 4. Production / Business Operationalization 5. Finance 6. Human Resources Mapping and Needs Analysis 7. Operational Supervision and Optimization	
Pustaka	1. Takdir, Dedy, Mahmudin AS, Sudirman. (2015). <i>Kewirausahaan</i> . Wijana MahardiKarya: Yogyakarta. 2. Hougard, Soren. (2005). <i>The Business Idea – The Early Stages of Entrepreneurship</i> . Springer: Berlin. 3. Kodrat, David S. (2015). <i>Entrepreneurship: Sebuah Ilmu</i> . Penerbit Erlangga: Jakarta. 4. Slamet, Franky, Hetty Karunia Tunjungsari & Mei Le. (2018). <i>Dasar-Dasar Kewirausahaan: Teori dan Praktik: Edisi 3</i> . Penerbit Indeks: Jakarta.	
Media Pembelajaran	Perangkat keras:	Perangkat lunak:
	Computer, LCD & Projector, Audio-visual Tools	Aplikasi web online (blog)
Team Teaching	Amida Yusriana, M.I.Kom, Primada Qurrota Ayun, MA.	
Mata Kuliah Syarat		

Minggu	Sub-CP-MK (sebagai kemampuan akhir yang diharapkan)	Bahan Kajian/Materi Ajar	Metoda Pembelajaran [estimasi waktu]	Kriteria dan bentuk penilaian	Bobot Nilai
(1)	(2)	(3)	(4)	(5)	(6)
1	Students are able to understand and analyze market research (C1-C4)	Market Research Class Contract	Learning methods: Listening to lecture individual learning	Group Activity	3%
2	Students are able to understand and analyze the 4Ps for a business proposal to be carried out (C1-C4)	4P: Product, Place, Price, Promotion	Learning methods: Listening to lecture individual learning	Group Activity	3%
3	Students are able to compile business proposal ideas using a creative approach (C1-C6)	Creativity	Learning methods: Listening to lecture individual learning	Group Activity	3%
4	Students are able to analyze business operations (C1-C4)	Production Business Operationalization	Practical Approach	Group Activity	3%
5	Students are able to	Finance	Learning methods:	Group Activity	3%

	understand and formulate financial management approaches in business (C1)		Listening to lecture individual learning		
6	Students are able to analyze HR needs (C1-C4)	Human Resources Needs	Learning methods: Listening to lecture individual learning	Group Activity	3%
7	Students are able to present and formulate business proposals that have been prepared (C1-C6)	Proposal Presentation	Learning methods: Practical Approach	Group Activity	3%
8	Evaluasi Tengah Semester				
9	Students are able to analyze and improve business processes (C4-C6)	Consultation Proposal	Consultation	Group Activity	3%
10	Students are able to analyze and improve business processes (C4-C6)	Consultation The Progress	Consultation	Group Activity	3%
11	Students are able to analyze and improve business processes (C4-C6)	Consultation	Consultation	Group Activity	3%
12	Students are able to analyze and improve business processes (C4-C6)	Consultation	Consultation	Group Activity	3%
13	Students are able to analyze and improve business processes (C4-C6)	Consultation	Consultation	Group Activity	3%
14	Students are able to analyze and improve business processes (C4-C6)	Consultation	Consultation	Group Activity	3%
15	Students are able to analyze and evaluate the business processes (C4-C6)	Report	Consultation	Group Activity	3%
16	Evaluasi Akhir Semester				

	CLASS OUTCOME:
1.	Proposal of Entrepreneurship
2.	Youtube Content
3.	Report of Activities

SCORING TABLE	
50%	1. Daily activities/assignment 1 st – 8 th Meeting + Proposal 2. Daily activities/assignment 9 th – 16 th Meeting+Report
25%	Mid Examination
25%	Final Examination