

RENCANA PEMBELAJARAN SEMESTER (RPS)

INTRODUCTION TO BUSINESS

EKM 101 (3 sks) Semester I



Pengampu mata kuliah

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Program Studi Manajemen

Fakultas Ekonomi

Universitas Andalas

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UNIVERSITAS ANDALAS
FAKULTAS EKONOMI
PRODI. MANAJEMEN

THEACHIG DESIGN IN SEMESTER/ RANCANGAN PEMBELAJARAN SEMESTER

| COURSE SUBJECT (CS) | CODE | CS CLASIFICATION | WEIGHT | SEMESTER | DATE |
|--------------------------|--|--|-------------------|----------|-----------------------|
| INTRODUCTION TO BUSINESS | EKM 101-MKK | Knowledge and Skills Development (Basic or General Course) | 3sks | I | 21 January 2017 |
| Outhorization | PIC for Teaching Design | | Couse Coordinator | | Head of Department |
| | Prof.Herri Dr.Yulihasri,SE.MBA Dr.Vera Pujani,SE.MM,Tech Syafrizal,SE.ME.PhD Dr.Rahmi Fahmy,SE.MBA Hafiz Rahman,SE.MSBS.PhD | | Prof.Herri | | DR. Verinita, SE, MSi |
| Learning Outcomes (LO) | LO-Study Program | | | | |
| | S3 | Internalizing values, norms and academic ethics | | | |
| | S7 | Having cooperation and social sensitivity to community and environment | | | |
| | P1 | Understanding the theoretical concept of doing the organizational business functions such as in managing the marketing, human resource, operational and financing activities | | | |
| | P6 | Knowing and understanding the foundation of business ethic and humanity values | | | |
| | KU1 | Using the logical and critical thinking and being innovative in implementing the knowledge according to the one's competencies | | | |
| | KU4 | Able to organize the self-learning independently | | | |
| | LO-Course subject | | | | |
| | LO1 | Understand the basic knowledge and skills in business activities especially about the functions of business Knowing the roles of management in the organization. | | | |
| | LO2 | By having the knowledge, they will be able to pursue others subjects like Human Resource Management, | | | |

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|------------------------------------|---|
| | LO3 Production Management, Marketing Management and Financial. Able to analyze the development of business concept LO4 Able to clarify the importance of business environmental changing in order to conduct business LO5 professionally and ethically |
| Couse Desceiption | This course will equip students with the information about the basic knowledge and skills of business functions in the organization which are human resource management, marketing management, production management and financial management. Moreover, this course will also describe about the history, concepts and the theories of management in order to enrich student's knowledge and experience in understanding the environment, challenges and the stakeholders who are involved in the organization activities. |
| Focus of Teaching Materials (MKKK) | Building the understanding about theoretical concept in operating the organizational of business and giving the basic skills about it as well as to clarify the importance of business environmental changing in order to conduct business professionally and ethically |
| References | 1. Main Textbook: Griffin, W., R and Ebert, J., Ronald, Business , 9 th Edition, Prentice Hall, Englewood Cliffs, New Jersey, 2012 2. Other references: any related books and articles |
| Teaching Media | Video; PPT; |
| Team Teaching | 1. Prof.Herri 2. Dr.Yuliharsi,SE.MBA 3. Dr.Vera Pujani,SE.MM,Tech 4. Syafrizal,SE.ME.PhD 5. Dr.Rahmi Fahmy,SE.MBA 6. Hafiz Rahman,SE.MSBS.PhD |
| Subject Pre-Requirement | - |

| (1) Meeting | (2) Sub-LO for Course | (3) Material of studying | (4) Teaching Method | (5) Criteria and Indicators for Evaluation | (6) Weight (%) |
|----------------|---|--|------------------------|---|-------------------|
| 1-2 | Understanding the complexities of environmental business issues in the global context and their influencing in business practices | <ul style="list-style-type: none"> Learning and teaching contract The environmental of business and the global | Lecture & Discussion | Students' participation and the relevancy of topics discussion with theoretical concept | |

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|------|---|---|-------------------------------|--|----|
| | | <ul style="list-style-type: none"> context Understanding the business ownership | | | |
| 3 | Understand and be able to identify the important of good practices in doing business ethically and responsibly | <ul style="list-style-type: none"> Conducting Business Ethically and Responsibly | Lecture & Case Study | Arguments are supported by data and proper analysis. Discussions and reports are given systematically which is followed by strong and clear explanations and argumentations | 5 |
| 4-5 | Knowing how to manage and organise the business enterprise and be able to identify the | <ul style="list-style-type: none"> Managing the business enterprises Organizing the business enterprises | Lecture & discussion | The fitness and widen of information that deliver by students in discussions as well as the richness of references that give by students in their discussions and reports | 10 |
| 6-7 | Understand how to manage human resource, motivate and lead people in order to improve the performance of institution and create the employee satisfaction | <ul style="list-style-type: none"> Managing human resources & labor relations Motivating, satisfying & leading people | Lecture & discussion | The fitness and widen of information that deliver by students in discussions as well as the richness of references that give by students in their discussions and reports/Quiz | 10 |
| 8 | | UTS | | | 20 |
| 9-11 | Understanding the important of marketing concept and consumer behavior and be able to identify and take some relevant examples | <ul style="list-style-type: none"> Marketing processes & consumer behavior Developing & pricing products Distributing Product Promoting product | Lecture & Contextual Learning | The ability to choose the proper example and the proper support of theoretical and strong argumentations to evaluate the marketing issues (Presentation and Quiz) | 15 |

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|-------|---|---|----------------------|--|----|
| 12-13 | Understand the concept of goods & services, how they are developed and the important of managing the productivity and quality | <ul style="list-style-type: none"> • Producing goods & services • Managing productivity and quality • Managing information system & communication technology | Lecture & discussion | The ability to choose the proper organization that will be used as unit of analysis and the proper support of theoretical and strong argumentations to evaluate leaders as social architectur (Summary, Presentation). | 10 |
| 14-15 | Understanding the concepts of accounting, financial & risk management and how to use simple measurement for securities & investment | <ul style="list-style-type: none"> • Principles of accounting • Money & banking • Securities & investment • Financial & risk management | Lecture & case study | Arguments are supported by data and proper analysis. Discussions and reports are given systematically which is followed by strong and clear explanations and argumentations | 5 |
| 16 | | UAS | | | 25 |

Penguasaan pengetahuan dan ketrampilan pada kode MK MKK setidaknya memiliki kemampuan :

- analisis dan sintesis
- menguasai IT/computing
- managed ambiguity
- communication
- 2nd language