



INSTITUT DHARMA BHARATA GRUP  
PROGRAM STUDI  
S1 Manajemen

Kode Dokumen:

RENCANA PEMBELAJARAN SEMESTER

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
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| MATA KULIAH (MK)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | KODE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Rumpun MK                                                                                                                                                                                                                                                                      | Bobot (SkS)                                                                    |        | Semester                                                     | Tgl Penyusunan  |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| Pengantar Bisnis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | IDB105                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Mata Kuliah Wajib Program                                                                                                                                                                                                                                                      | T=2                                                                            |        | 1                                                            | 15 Oktober 2025 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| OTORISASI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Pengembang RPS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                | Koordinator RMK                                                                |        | Koordinator Program Studi                                    |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Faizal, S.E., M.M                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                | Nurlina Aris, S.E., M.Si                                                       |        | Faizal, S.E., M.M                                            |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| Model Pembelajaran                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Case-Based Learning (CBL) dan Project-Based Learning (PjBL) yang berpusat pada mahasiswa (Student-Centered Learning).                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| Capaian Pembelajaran (CP)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | CPL-Institut                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPL- 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Menunjukkan sikap beriman, bertaqwa kepada Tuhan Yang Maha Esa, serta berbudi luhur dalam menjalankan                                                                                                                                                                          |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPL- 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Menguasai konsep teoretis dan prinsip-prinsip ilmu ekonomi, administratif, manajerial, tata laksana, serta penguasaan IPTEK terkini yang relevan dengan kebutuhan pembangunan.                                                                                                 |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPL- 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Mampu menerapkan pemikiran logis, kritis, dan profesional dalam melakukan analisis, perencanaan, dan pengembangan untuk berkontribusi pada prioritas pembangunan.                                                                                                              |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPL-PRODI yang dibebankan pada MK                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPL - 01 SE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Mampu menunjukkan perilaku yang berintegritas akademik, berdisiplin tinggi, beretika profesi, serta menginternalisasi nilai kemandirian, jiwa kepemimpinan, dan wawasan kewirausahaan yang berlandaskan moralitas budi luhur Pancasila serta kearifan lokal (Kalo Sara).       |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPL - 02 PI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Menguasai konsep teoritis secara mendalam dan komprehensif mengenai empat pilar fungsional ilmu manajemen (Keuangan, Sumber Daya Humania, Pemasaran, Operasional) serta konsep digitalisasi bisnis.                                                                            |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPL - 03 KK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Mampu menyusun dan mengevaluasi rencana bisnis (business plan), melakukan analisis kelayakan keuangan dan investasi, mengelola risiko, serta merancang arsitektur operasional industri modern.                                                                                 |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPL - 04 KU                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Mampu mengambil keputusan strategis bisnis secara mandiri maupun kolaboratif, memimpin tim kerja lintas disiplin, mahir menggunakan teknologi informasi perkantoran, serta piawai dalam melakukan komunikasi publik (public speaking) dan negosiasi bisnis secara persuasif.   |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Capaian Pembelajaran Mata Kuliah (CPMK)                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPMK- 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Mampu menjelaskan konsep dasar bisnis, lingkungan bisnis, etika bisnis, dan tanggung jawab sosial perusahaan dengan menjunjung tinggi integritas moral                                                                                                                         |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPMK- 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Mampu menganalisis pilar-pilar fungsional manajemen yang mencakup aspek pemasaran, operasional, sumber daya manusia, dan keuangan dalam lingkup domestik maupun global                                                                                                         |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPMK- 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Mampu mengidentifikasi bentuk-bentuk kepemilikan bisnis, peluang kewirausahaan, dan pengaruh digitalisasi                                                                                                                                                                      |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CPMK- 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Mampu menyusun rancangan ide bisnis sederhana secara kolaboratif dan mempresentasikannya dengan teknik komunikasi publik yang efektif                                                                                                                                          |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Matriks CPL–CPMK                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <table><tr><td>CPL / CPMK</td><td>CPMK 1</td><td>CPMK 2</td><td>CPMK 3</td><td>CPMK 4</td></tr><tr><td>CPL-01</td><td>✓</td><td></td><td>✓</td><td></td></tr><tr><td>CPL-02</td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>CPL-03</td><td></td><td>✓</td><td></td><td>✓</td></tr><tr><td>CPL-04</td><td></td><td></td><td></td><td>✓</td></tr></table>                                                                                                                               |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 | CPL / CPMK | CPMK 1 | CPMK 2 | CPMK 3 | CPMK 4 | CPL-01 | ✓  |    | ✓  |    | CPL-02 | ✓  | ✓  | ✓  |    | CPL-03 |        | ✓ |   | ✓ | CPL-04 |  |  |  | ✓ |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPL / CPMK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | CPMK 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | CPMK 2                                                                                                                                                                                                                                                                         | CPMK 3                                                                         | CPMK 4 |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPL-01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ✓                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                | ✓                                                                              |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPL-02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ✓                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ✓                                                                                                                                                                                                                                                                              | ✓                                                                              |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPL-03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | ✓                                                                                                                                                                                                                                                                              |                                                                                | ✓      |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPL-04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                |                                                                                | ✓      |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| Matrik CPMK pada Kemampuan akhir tiap tahapan belajar (Sub-CPMK)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| <table><tr><td>CPMK</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>CPMK 1</td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK 2</td><td></td><td></td><td></td><td></td><td></td><td>✓</td><td>✓</td><td></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK 3</td><td></td><td></td><td></td><td>✓</td><td>✓</td><td></td><td></td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK 4</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr></table> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              | CPMK            | 1          | 2      | 3      | 4      | 5      | 6      | 7  | 8  | 9  | 10 | 11     | 12 | 13 | 14 | 15 | 16     | CPMK 1 | ✓ | ✓ | ✓ |        |  |  |  |   |  |  |  |  |  |  |  |  | CPMK 2 |  |  |  |  |  | ✓ | ✓ |  | ✓ | ✓ | ✓ | ✓ |  |  |  |  | CPMK 3 |  |  |  | ✓ | ✓ |  |  | ✓ |  |  |  |  |  |  |  |  | CPMK 4 |  |  |  |  |  |  |  |  |  |  |  |  | ✓ | ✓ | ✓ | ✓ |
| CPMK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 2                                                                                                                                                                                                                                                                              | 3                                                                              | 4      | 5                                                            | 6               | 7          | 8      | 9      | 10     | 11     | 12     | 13 | 14 | 15 | 16 |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPMK 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ✓                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ✓                                                                                                                                                                                                                                                                              | ✓                                                                              |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPMK 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              | ✓               | ✓          |        | ✓      | ✓      | ✓      | ✓      |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPMK 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                |                                                                                | ✓      | ✓                                                            |                 |            | ✓      |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| CPMK 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        | ✓  | ✓  | ✓  | ✓  |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| Deskripsi Mata Kuliah                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Matakuliah Pengantar Bisnis memberikan landasan konseptual mengenai dinamika aktivitas bisnis kontemporer. Mahasiswa mempelajari ruang lingkup bisnis, lingkungan makro dan mikro, etika bisnis, tanggung jawab sosial, bentuk kepemilikan usaha, fungsi-fungsi manajemen fungsional (pemasaran, operasi, SDM, keuangan), serta perkembangan digitalisasi ekonomi. Matakuliah ini dirancang untuk membangun pola pikir manajerial dan kewirausahaan yang adaptif terhadap perubahan industri. |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| Pustaka                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Utama:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | - Ebert, R. J., & Griffin, R. W. (2020). Business Essentials (12th ed.). Pearson.<br>- Madura, J. (2018). Introduction to Business (6th ed.). Cengage Learning.<br>- Pride, W. M., Hughes, R. J., & Kapoor, J. R. (2022). Foundations of Business (7th ed.). Cengage Learning. |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Pendukung:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| Dosen Pengampu                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | - Nuniek Yuniarti Ningsih Renggaala, S.E., M.M<br>- Nurlina Aris, S.E., M.Si<br>- Faizal, S.E., M.M                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| Minggu ke                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Kemampuan Akhir tiap tahapan belajar (Sub-CPMK)                                                                                                                                                                                                                                                                                                                                                                                                                                               | Penilaian                                                                                                                                                                                                                                                                      | Bentuk Pembelajaran, Metode Pembelajaran,                                      |        | Materi Pembelajaran                                          | Bobot Penilaian |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Indikator/Kriteria                                                                                                                                                                                                                                                             |                                                                                |        |                                                              |                 |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| (1)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | (3)                                                                                                                                                                                                                                                                            | (4)                                                                            |        | (5)                                                          | (6)             |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Menjelaskan ruang lingkup bisnis dan tujuan sistem ekonomi.                                                                                                                                                                                                                                                                                                                                                                                                                                   | Ketepatan klasifikasi jenis bisnis dan fungsi ekonomi.                                                                                                                                                                                                                         | Kuliah & Diskusi Kelompok<br>Ringkasan materi sistem ekonomi pasar vs komando. |        | Ruang lingkup bisnis, kebutuhan manusia, dan sistem ekonomi. | 5%              |            |        |        |        |        |        |    |    |    |    |        |    |    |    |    |        |        |   |   |   |        |  |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |   |   |  |   |   |   |   |  |  |  |  |        |  |  |  |   |   |  |  |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |

|    |                                                                        |                                                                |                                                                                      |                                                                               |     |
|----|------------------------------------------------------------------------|----------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----|
| 2  | Menganalisis pengaruh lingkungan bisnis eksternal terhadap perusahaan. | Ketepatan analisis PESTEL pada satu industri                   | Kuliah & Case Study Analisis lingkungan industri transportasi online.                | Lingkungan ekonomi, teknologi, hukum, dan sosial budaya.                      | 5%  |
| 3  | Mengevaluasi dilema etika bisnis dan implementasi CSR.                 | Ketajaman argumentasi solusi moral kasus bisnis.               | Case-Based Learning Analisis kasus pencemaran lingkungan atau hak pekerja.           | Etika bisnis, tata kelola perusahaan, dan tanggung jawab sosial.              | 5%  |
| 4  | Membandingkan keunggulan dan kelemahan bentuk kepemilikan bisnis.      | Ketepatan memilih badan usaha sesuai skala industri.           | Kuliah & Diskusi interaktif Perbandingan matriks hukum PT, CV, dan Firma.            | Perusahaan perorangan, persekutuan, korporasi, dan koperasi.                  | 5%  |
| 5  | Mengidentifikasi karakteristik kewirausahaan dan bisnis waralaba.      | Validitas identifikasi peluang pasar dan skema franchise.      | Kuliah & Bedah Profil Usaha Menyusun profil pengusaha                                | Profil wirausaha, bisnis kecil, waralaba, dan rencana bisnis awal.            | 5%  |
| 6  | Memperjelas konsep manajemen operasi dan rantai pasok.                 | Ketepatan alur bagan konversi input-output industri.           | Kuliah & Pemecahan Masalah Desain tata letak fasilitas pabrik skala kecil.           | Manajemen operasional, proses produksi, kualitas, dan supply chain.           | 5%  |
| 7  | Menguraikan strategi manajemen rantai pasok global.                    | Kemampuan mengurai hambatan logistik internasional.            | Diskusi Kelompok Analisis hambatan distribusi bahan baku manufaktur.                 | Globalisasi ekonomi, perdagangan internasional, dan rantai pasok.             | 5%  |
| 8  | Ujian Tengah Semester (UTS)                                            | Evaluasi Pemahaman Teori Konseptual (Minggu 1-7)               | Tes Tertulis / Esai Konseptual                                                       | Materi Minggu 1 s.d. 7                                                        | 20% |
| 9  | Menganalisis strategi bauran pemasaran (marketing mix).                | Ketepatan formulasi strategi 4P pada produk konsumen.          | Case-Based Learning Analisis bauran pemasaran produk FMCG domestik.                  | Konsep pemasaran, perilaku konsumen, produk, harga, tempat, promosi.          | 5%  |
| 10 | Mengidentifikasi pengaruh pemasaran digital terhadap penjualan.        | Efektivitas pemanfaatan kanal digital dalam studi kasus.       | Kuliah & Praktik Analisis Kanal Evaluasi performa kampanye media sosial merek lokal. | <i>Digital marketing</i> , <i>e-commerce</i> , dan perilaku konsumen digital. | 5%  |
| 11 | Menjelaskan fungsi pengelolaan sumber daya manusia.                    | Ketepatan tahapan analisis jabatan dan rekrutmen.              | Kuliah & Simulasi Pembuatan draf spesifikasi jabatan untuk staf manajerial.          | Perencanaan SDM, rekrutmen, seleksi, pelatihan, dan kompensasi.               | 5%  |
| 12 | Menganalisis peran pasar keuangan dan instrumen investasi.             | Ketepatan pemisahan karakteristik saham, obligasi, reksa dana. | Kuliah & Diskusi Analisis kinerja portofolio investasi sederhana.                    | Sistem keuangan, fungsi bank, pasar modal, dan instrumen investasi.           | 5%  |
| 13 | Menyusun struktur pendanaan dan penganggaran modal awal.               | Logika perhitungan estimasi biaya modal bisnis baru.           | Kuliah & Latihan Kasus Perhitungan kebutuhan modal awal proyek usaha mandiri.        | Manajemen keuangan, sumber dana jangka pendek dan panjang.                    | 5%  |
| 14 | Merancang draf rencana bisnis (business plan) sederhana.               | Kelengkapan komponen rencana bisnis dan integrasi fungsional.  | Project-Based Learning Kerja kelompok: Menyusun bab pendahuluan dan analisis pasar.  | Metode penyusunan rencana bisnis terintegrasi.                                | 10% |
| 15 | Mempresentasikan rencana bisnis dengan teknik komunikasi publik.       | Penguasaan panggung, kejelasan artikulasi, daya persuasi.      | Simulasi Business Pitching Presentasi kelompok di depan kelas (ujian praktik).       | Teknik presentasi bisnis (public speaking) dan negosiasi.                     | 10% |
| 16 | Ujian Akhir Semester (UAS)                                             | Evaluasi Proyek Rencana Bisnis Akhir & Presentasi              | Penilaian Produk Proyek Terintegrasi                                                 | Rencana Bisnis Komprehensif                                                   | 20% |

| Komponen Penilaian                                            | Bobot |
|---------------------------------------------------------------|-------|
| Partisipasi Aktif & Diskusi Kasus (Sikap & Keterampilan Umum) | 10%   |
| Tugas Mandiri & Kelompok                                      | 10%   |
| Tugas Kelompok/Project                                        | 20%   |
| Ujian Tengah Semester (UTS)                                   | 20%   |
| Ujian Akhir Semester (UAS)                                    | 40%   |
| Total                                                         | 100%  |

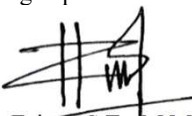
Catatan:

1. Integrasi Praktis: Pembahasan modul fungsi-fungsi manajemen di kelas harus selalu dikaitkan dengan realitas operasional industri keuangan, pengelolaan SDM terkini, dan dinamika transportasi logistik.
2. Penyelarasan Budaya Lokal: Penilaian aspek sikap mahasiswa wajib memuat implementasi nilai moralitas Pancasila dan kearifan lokal Kalo Sara (disiplin, sinergi, harmoni, serta integritas akademik).
3. Standar Output: Proyek akhir pada minggu ke-14 dan 15 wajib berbentuk draf rencana bisnis riil yang layak diaplikasikan. Hal ini bertujuan merangsang jiwa wirausaha mandiri mahasiswa sejak awal semester.

**Penelaah**  
Lembaga Penjamin Mutu

  
Nur Ayu, S.I.P., M.A,P

**Penyusun RPS**  
Pengampu Mata Kuliah

  
Faizal, S.E., M.M

**Disahkan Oleh:**  
Ketua Program Studi  
  
  
Nuniek Yuniarti Ningsih Renggaala, S.E., M.M