


COURSE LEARNING PLAN

	UNIVERSITY OF BRAWIJAYA FACULTY OF ANIMAL SCIENCE DEPARTMENT OF ANIMAL SCIENCE UNDERGRADUATE STUDY PROGRAM OF ANIMAL SCIENCE LEARNING PLAN: BUSINESS ECONOMICS			
COURSE	Code	Weight (credits)	Semester	Compilation Date
Business Economics		3 credits		15-01-2020
Authorization	Course coordinator		Head of Undergraduate Study Program	Vice Dean 1
	Ir. Hari Dwi Utami, MS. M.Appl,Sc. Ph.D. IPM.ASEANEng		Dr. Ir. HerlyEvanuarini A. S.Pt., MP	Dr.Ir.Halim Natsir, S.Pt. MP. IPM. ASEAN.Eng
Learning Outcomes (LO)	LO			
	1. Able to develop comprehensive insight and mindset according to the science and field of the animal industry (LO 4) 2. Able to apply biological science, physiology, nutrition science, breeding science, animal raising management to comprehend the concept and implement it in the field of animal science (LO 6) 3. Able to design and conduct experiments, analyze and interpret data to make correct decisions in solving problems in the field of animal science, meet ethics, and have environmental insight (LO 12)			
	CLO			
	1. Students understand the environment and business organization in the animal industry 2. Students understand theories and concepts about capital and strategies to obtain capital 3. Students are able to make financial concepts and reports 4. Students are able to analyze the business feasibility and sustainability of the animal industry 5. Students are able to understand business networking in the animal industry 6. Students are able to analyze the risk in the animal business 7. Students are able to apply marketing strategies in the animal business			
Brief Course Description	This course includes an understanding of the environment and animal business organization, theories and concepts of capital and capital-raising strategies, financial concepts and reports, business feasibility and sustainability, business risk analysis, business marketing strategies, and case studies.			
Topics	1. Lecture contract, a general introduction of business economics and its scope 2. The business environment in the animal industry.			

	3. Business organizations and forms of business ownership in the animal industry. 4. Theories and concepts of capital in the animal industry 5. Financial reports on the animal industry 6. Analysis of feasibility and business sustainability in the animal industry 7. Risk analysis in the animal business 8. Marketing strategy in the animal business 9. Networking in the animal business 10. Case studies in the animal business 11. Practicum: field practicum, animal industry					
References	1.					
Learning Media	Software			Hardware		
	Software, PowerPoint			Laptop, LCD		
Teaching Team	1. Ir. Hari Dwi Utami, MS. M.Appl,Sc. Ph.D. IPM. ASEAN Eng 2. Dr. Ir. Umi Wisaptiningsih, MS. 3. Dr. Ir. Bambang Ali Nugroho, DEA .IPM.ASEAN Eng 4. Prof. Dr. Budi Hartono, MS. IPU.ASEAN Eng 5. Dr. Ir. MB Hariyono, MS. 6. Prof. Dr. Ir. Zaenal Fanani, MS.IPU 7. Dr. Nanang Febrianto, S.Pt., MP 8. Jaisy Aghniarahim Putritamara, S.Pt., MP					
Prerequisite Course		Statistics and Experimental Design Course				
Week	Sub-CLO	Indicator	Learning Materials/ Topics	Learning Methods	Criteria & Form of Assessment	Scoring Weight (%)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Students are able to understand the lecture contract	Students have lecture guidelines	Lecture contract about a. course material in a semester b. composition of Midterm Exam, Final Exam, practicum,	Student Center Learning Small-group discussion		

			assignments, and quiz scores c. class organization			
2	Students understand the environment and business organization in the animal industry	Students identify the micro and macro business environment	Micro and macro business environment	<i>Student Center Learning</i> <i>Small-group discussion</i>		
3	Students understand business organization in the animal industry	Students identify forms of business organization	Forms of business organization	<i>Student Center Learning</i> <i>Small-group discussion</i>		
4	Students understand the theory and concept of capital in the animal industry	Students explain the definition of capital, the concept of capital, sources of capital, types of capital use	1. Definition of capital 2. Concept of capital 3. Sources of capital 4. Types of capital use	<i>Student Center Learning</i> <i>Small group discussion</i>		
5	Students understand financial reports in the animal industry	Students identify balance sheets and cash flow report	1. Balance Sheet 2. Cash flow report	<i>Student Center Learning</i> <i>Small-group discussion</i>		
6	Advanced Financial reports on the animal industry	Students identify balance sheets and cash flow report	Income statement	<i>Student Center Learning</i>		

				<i>Small-group discussion</i>		
7	Case studies	Students are able to identify and analyze case studies	The case study takes one of the given theories from week 1- week 6	<i>Student Center Learning</i> <i>Small-group discussion</i>		
8	MIDTERM EXAM					40%
9	Students understand the analysis of business feasibility and sustainability in the animal industry	Students are able to analyze liquidity, solvency, profitability	1. Liquidity 2. Solvency 3. Profitability	<i>Student Center Learning</i> <i>Small-group discussion</i>		
10	Advanced analysis of business feasibility and sustainability in the animal industry	Students are able to analyze Profitability, Activity Ratio	4. Profitability 5. Activity Ratio 6. Sample question	<i>Student Center Learning</i> <i>Small-group discussion</i>		
11	Students master the risk analysis of animal business	Students are able to identify Upstream Risks, Processing Risks, Downstream Risks, Financial Risks, Legal Risks, HR Risks	1. Upstream Risks 2. Processing Risks 3. Downstream Risks 4. Financial Risks 5. Legal Risks	<i>Student Center Learning</i> <i>Small-group discussion</i>		

			6. HR Risks			
12	Students Mastering the marketing strategy of animal business	Students are able to identify the concept of digital marketing strategy (both offline and online marketing)	Digital marketing strategy (both offline and online marketing)	<i>Student Center Learning</i> <i>Small-group discussion</i>		
13	Students understand networking in the animal business	Students are able to identify upstream to downstream networking	Upstream to downstream networking	<i>Student Center Learning</i> <i>Small-group discussion</i>		
14	Case Studies	Students are able to identify and analyze case studies	The case study takes one of the given theories from week 9- week 13			
15	FINAL EXAM					40%