



Course Module  
 Department of Animal Science  
 Faculty of Animal Science  
 Universitas Brawijaya

Module name	Bussiness Economics
Module level	Undergraduate program
Code	PES60010
Subtitle	-
Courses	Bussiness Economics
Semester(s)	6
Person responsible for the module	Ir. Hari Dwi Utami,MS.M.Appl,Sc.Ph.D.IPM.ASEANEng
Lecturer	<ol style="list-style-type: none"> <li>1. Dr.Ir. Umi Wisaptiningsih,MS</li> <li>2. Dr.Ir. Bambang Ali Nugroho,DEA.IPM.ASEAN Eng</li> <li>3. Prof. Dr. Budi Hartono ,MS.IPU.ASEAN Eng</li> <li>4. Dr. Ir. MB Hariyono,MS</li> <li>5. Prof.Dr.Ir.ZaenalFanani,MS.IPU</li> <li>6. Dr.NanangFebrianto,S.Pt.,MP</li> <li>7. JaisyAghniarahimPutritamara,S.Pt.,MP</li> <li>8. Puji Akhiroh, S.Pt., M.Sc</li> </ol>
Language	Bahasa Indonesia, English
Relation to curriculum	<del>Compulsory</del> /elective
Type of teaching, contact hours	Contact hours and class size separately for each teaching method: lecture, lesson, project, practical etc.
Workload	<ol style="list-style-type: none"> <li>a. Lecture: 14 meetings*100 minutes</li> <li>b. Practicum: 14 meetings*150 minutes</li> <li>c. Independent learning: 16 times*150 minutes</li> </ol> 90.67 hours/semester for course and 42.50 for practical Lecture, Exercise, and private study
Credit points	3 credits or 5.10 ECTS
Requirements according to the examination regulations	-
Recommended prerequisites	Statistics and Experimental Design Course
Module objectives/intended learning outcomes	ILO-4: Capability to develop knowledge and comprehensive mindset based on Animal science and industry ILO-6: Proficient in biology, physiology, animal nutrition, breeding, farm management, and implementation in Animal Science ILO-12: Capability to ethically design and perform experiments, analyze and interpret data as to provide sustainable problem solving in Animal Science
	Objectives:

	<p>Knowledge: understand the environment and business organization in the animal industry, understand theories and concepts about capital and strategies to obtain capital, able to make financial concepts and reports, able to analyze the business feasibility and sustainability of the animal industry, able to understand business networking in the animal industry, able to analyze the risk in the animal business, able to apply marketing strategies in the animal business</p>
	<p>Skills: cognitive- Able to know and understand about 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</p>
	<p>Competences: Able to explain about environment and business organization, understand strategies to obtain capital, make financial concepts and reports, analyze the business feasibility and sustainability, understand business networking, analyze the risk in the animal business, apply marketing strategies</p>
Content	<p>Courses:</p> <ol style="list-style-type: none"> <li>1. Lecture contract, an introduction to the outline of business economics and its scope</li> <li>2. The business environment in the livestock industry.</li> <li>3. Business organizations and forms of business ownership in the livestock industry.</li> <li>4. The theory and concept of capital in the livestock industry</li> <li>5. Financial reports on the livestock industry</li> <li>6. Analysis of feasibility and business sustainability in the livestock industry</li> <li>7. Animal Industry risk analysis</li> <li>8. Farming business marketing strategy</li> <li>9. Networking in the livestock business</li> <li>10. Case studies on the livestock business</li> </ol>
Study and examination requirements and forms of examination	<ol style="list-style-type: none"> <li>1. Midterm exam</li> <li>2. Final term exam</li> <li>3. Practicum</li> </ol> <p>How to score:  Minimun attendance 80%  Midterm Exam = 40%  Final Exam = 40%  Practicum = 20%</p> <p>A : 80 &lt; Final Score ≤ 100  B+ : 75 &lt; Final Score ≤ 80  B : 69 &lt; Final Score ≤ 75  C+ : 60 &lt; Final Score ≤ 69  C : 55 &lt; Final Score ≤ 60  D : 50 &lt; Final Score ≤ 55  D+ : 44 &lt; Final Score ≤ 50  E : 0 &lt; Final Score ≤ 44</p>
Media employed	<p>Class, Online learning system (Zoom and Google Classroom), projector, screens, e-book and WA Group</p>

Reading list	
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