
 Universitas Airlangga	SEMESTER LEARNING PLAN		Prepared by	Examined by	Approved by	Document Registration Number
	SLP		(Person in Charge)	(Head of Bachelor Program / Head of Department)	Vice Dean I	01/S1Kesmas/RPS/2019
			Revision - Date	January 1st, 2019	Dr. drg. Ernawaty, M.Kes	
Faculty of Public Health	Valid on Semester (odd/even) / Academic Year	Even Semester	(sign)	(sign)	(sign)	

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A. DETAILS OF COURSE

1. Course Name	Entrepreneurship in Healthcare
2. Course Code	MNW302
3. Credits (SKS)	2 (two) SKS
4. Semester / Term	IV (fourth)
5. Study Program	Bachelor of Public Health
6. Student Learning Achievement	After actively attending lectures in the teaching and learning process, students are expected to be able to explain the philosophy and mining of the concepts of entrepreneurship, entrepreneurial ethics, socioentrepreneurship, understanding tips-we are entrepreneurial and students are also expected to develop their entrepreneurial interest.
7. Course Learning Achievement	<ol style="list-style-type: none"> 1. Collecting, summarizing and interpreting entrepreneurial philosophy 2. Developing entrepreneurship and practicing it
8. Course Description	<p>This lecture method is in the form of material delivery, assignments in the form of forming groups to compile business plan proposals and the proposals are presented and projected to be compiled for a business and exposed at the end of the lecture. In this lecture there are no Midterm Examinations (UTS) and Final Term Examinations. The assessment indicators are based on the results of a business plan proposal and the results of the entrepreneurial expo.</p> <p>The material in this lecture is to examine the philosophy and mining of the concepts of entrepreneurship, entrepreneurship ethics, socio-entrepreneurship, understanding tips on entrepreneurship and that students are also expected to develop entrepreneurial interest.</p>
9. Course Prerequisites (if any)	None
10. Instructor	Dr. Ernawaty, drg., M.Kes
11. Teaching Assistants	<ol style="list-style-type: none"> 1. Dr. Lutfi Agus Salim, S.KM, M.Kes 2. Dr. Diah Indriani, S.Si, M.Si 3. Dr. Indriati Paskarini, S.H, M.Kes 4. Lailatul Muniroh, S.KM, M.Kes 5. Pulung Siswantara, S.KM, M.Kes


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6. Erni Astuti, S.KM, M.PH
7. Aditya Sukma Prawira, S.KM, M.Kes


B. TEACHING PROGRAM

Week	Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)	Study Materials	Teaching Methods	Additional Materials for Learning	Meeting Time	Course Objectives	Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard and soft skills)	Mark / Grade / Percentage (%)	Reference Number Ref. (number)
1	2	3	4	5	6	7	8	9	10
1	Explain the scope of the philosophy and mining of the concept of entrepreneurship	1. Description and explanation of lecture mechanism (assignment, presentation, presentation, assessment, conclusion) with the concept of Student Centered Learning (SCL).	Lectures and Discussions	LCD, Whiteboard	2x50 minutes	<i>Administration Skills.</i>	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15

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1	2	3	4	5	6	7	8	9	10
		2. Definition and Scope of Entrepreneurship							
2	Explain the scope of the philosophy and mining of the concept of entrepreneurship	1. Definition of Entrepreneurship 2. Scope of Entrepreneurship	1. Student Centered Learning (SCL). 2. Quiz. 3. Reading Tasks. 4. Resume assignments at the end of the lecture	LCD, Whiteboard, Question paper, quiz paper	2x50 minutes	<i>Administration Skills.</i>	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15
3	Develop entrepreneurial interest	1. Definition and Scope Developing entrepreneurship 2. Barriers and challenges in entrepreneurship	1. Student Centered Learning (SCL). 2. Reading Tasks. 3. Resume assignments at the end of the lecture	LCD, Whiteboard, Question paper, quiz paper	2x50 minutes	Organizational Skills.	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15

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1	2	3	4	5	6	7	8	9	10
4	Explain and apply the ethical principles of entrepreneurship	1. Definition and scope of entrepreneurial ethics 2. The meaning and function of ethics in entrepreneurship	1. Student Centered Learning (SCL). 2. Quiz. 3. Reading Tasks. 4. Resume assignments at the end of the lecture	LCD, Whiteboard, paper	2x50 minutes	Organizational Skills.	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15
5	Explain and apply tips for successful entrepreneurship	1. Tips for successful entrepreneurship 2. Case studies to solve entrepreneurial problems	1. Student Centered Learning (SCL). 2. Quiz. 3. Reading Tasks. 4. Resume assignments at the end of the lecture	LCD, Whiteboard, paper	2x50 minutes	Management skill	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15

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1	2	3	4	5	6	7	8	9	10
6	Explain and apply the principles of socio entrepreneurship	1. Definition of socio entrepreneurship 2. The application of socio entrepreneurship	1. Student Centered Learning (SCL). 2. Quiz. 3. Reading Tasks. 4. Resume assignments at the end of the lecture	LCD, Whiteboard, paper	2x50 minutes	Management skill	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15
7	Explain and apply the principles of entrepreneurship in the interests of nutrition and administration and health policy	1. The principle of entrepreneurship in the interest of Nutrition 2. The principle of entrepreneurship in administration and health policy interests	1. Student Centered Learning (SCL). 2. Quiz. 3. Reading Tasks. 4. Resume assignments at the end of the lecture	LCD, Whiteboard, paper	2x50 minutes	Organizational skill	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15

MID TERM EXAMINATION

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1	2	3	4	5	6	7	8	9	10
8	Explain and apply the principles of entrepreneurship in occupational health and safety and environmental health interests	1. Principle of entrepreneurship in Occupational health and safety interests 2. The principle of entrepreneurship in the interest of environmental health	1. Student Centered Learning (SCL). 2. Quiz. 3. Reading Tasks. 4. Resume assignments at the end of the lecture	LCD, Whiteboard, paper	2x50 minutes	Administration skills	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15
9	Explain and apply the principles of entrepreneurship in the interests of health promotion and behavioral science and epidemiology	1. The principle of entrepreneurship in health promotion and behavioral science interests 2. The principle of entrepreneurship	1. Student Centered Learning (SCL). 2. Quiz. 3. Reading Tasks. 4. Resume assignments at the end of the lecture	LCD, Whiteboard, paper	2x50 minutes	Organizational skills	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15

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Week	Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)	Study Materials	Teaching Methods	Additional Materials for Learning	Meeting Time	Course Objectives	Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard and soft skills)	Mark / Grade / Percentage (%)	Reference Number Ref. (number)
1	2	3	4	5	6	7	8	9	10
		in Epidemiology interest							
10	Arrange business plans in groups	Students will be grouped with a mentor to prepare a business plan	Student Centered Learning (SCL).	LCD, Whiteboard, Question paper, quiz paper	2x50 minutes	Management skill	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15
11	Seminar per group about business plans	Seminar per group about business plans	1. Student Centered Learning (SCL). 2. Quiz. 3. Reading Tasks. 4. Resume assignments at the end of the lecture	LCD, Whiteboard, Question paper, quiz paper	2x50 minutes	Policy analysis	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15

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1	2	3	4	5	6	7	8	9	10
12	Seminar per group about business plans	Seminar per group about business plans	1. Student Centered Learning (SCL). 2. Discussion	LCD, Whiteboard, Question paper, quiz paper	2x50 minutes	Complex thinking, collaboration	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15
13.	Seminar per group about business plans	Seminar per group about business plans	1. Student Centered Learning (SCL). 2. Discussion	LCD and Whiteboard	2x50 minutes	Complex thinking, collaboration	Able to listen, ask questions, think critically, take initiative, discuss, hold opinions & respect the opinions of others		1-15
14.	Expo for exhibitions of the results of entrepreneurs per group	Expo for exhibitions of the results of entrepreneurs per group	Student Centered Learning (SCL).	Media for expo	2x50 minutes	Complex thinking, collaboration	Able to innovate for marketing efforts from the		1-15


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1	2	3	4	5	6	7	8	9	10
							results of entrepreneurship		
FINAL TERM EXAMINATION									

C. REQUIRED TEXTS / REFERENCES / ESSENTIAL READINGS

1. Babbie, E.R. 1973. Survey Research Methods. Wadsworth Publishing Company, Inc. California.
2. Berry L, Parasuraman A. 1991. Marketing Services : Competing Through Quality.
3. Cahill D.J. 1996. Internal Marketing. The Haworth Press, Inc. New York.
4. Gaspersz V. 1997. Manajemen Kualitas, Manajemen Bisnis Total. PT Gramedia Pustaka Utama. Jakarta.
5. Kotler P., Keller K. 2006. Marketing Management, 12 ed. Prentice Hall, Pearson Education International. Singapore.
6. Lovelock C, Wirts J, Tat Keh H. 2002. Service Marketing in Asia : Managing People, Technology and Strategy. Prentice Hall. Singapore.
7. Majaro S. 1993. The Essence of Marketing. Prentice Hall, New York.
8. Malhotra N.K. 2004. Marketing Research : An Applied Orientation, 4 ed. Prentice Hall. New Jersey.
9. McDonald M, Adrian Payne. 2001. Marketing Planning for Services. Singapore. Butterwoeth Heinemann.

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10. Payne A. 1993. The Essence of Services Marketing. Prentice Hall. New York.
11. Ries A, Jack Trout. 1998. The 22 Immutable Laws of Marketing. Harper Business. Singapore.
12. Ries A, Laura Ries, Kartajaya H. 2000. The 22 Immutable Laws of Branding, Strategi Membangun Produk atau Jasa menjadi Merek Berkelas Dunia. PT Gramedia Pustaka Utama. Jakarta.
13. Woodruff R, Gardial S.F. 2002. Understanding Your Customer, Opportunities, Needs, Values and Satisfaction. Infinity Books, A Maya Blackwell Imprint. New Delhi.
14. Zeithaml V.A, Bitner M.J. 1996. Service Marketing. The McGraw Hill Companies, Inc. Singapore.
15. Zeithaml V.A, Parasuraman A, Berry L.L. 1990. Delivering Quality Service. The Free Press. New York.