Guidelines for Implementation of Final Project

ENTREPRENEURSHIP II

Curriculum Team

Department of Food and Agricultural Product Technology
Faculty of Agricultural Technology
UGM

1. Introduction

Based on the Global Entrepreneurship Index (GEI) in 2018, Indonesia only scored 21% of entrepreneurs from various business fields or ranked 94th out of 137 countries surveyed. Meanwhile, according to research from the IDN Research Institute in 2019, 69.1% of millennials in Indonesia have an interest in entrepreneurship. Unfortunately, the entrepreneurial potential of the millennial generation has not been managed properly so far. The Kampus Merdeka policy encourages the development of student entrepreneurial interest with appropriate learning activity programs.

In the context of implementing the MBKM, the Department of Food and Agricultural Product Technology of Gadjah Mada University has made Guidelines for Learning Activities Outside Higher Education, especially Entrepreneurship Activities.

2. Objectives

For Students:

1. This one-semester entrepreneurship final project provides sufficient experience for students to get direct learning (experiential learning) from entrepreneurship
2. To guide and direct students to develop their interest in entrepreneurship as early as possible
3. To create jobs so they can contribute to addressing the problem of intellectual unemployment among undergraduates

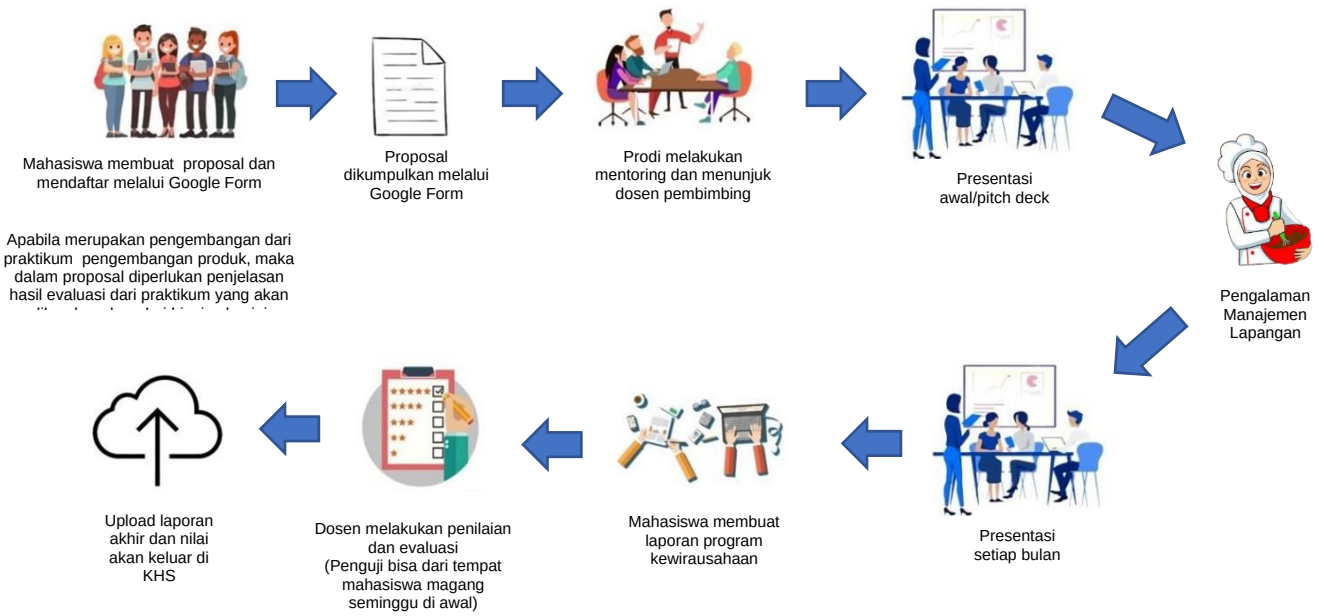
3. Requirements

Students who will take the entrepreneurship II final project are:

1. Active students of the Department of Food and Agricultural Product Technology
2. Have taken 110 credits as well as entrepreneurship and engineering economics courses
3. Students who already have a business can submit a proposal for business development
4. Businesses that will be carried out or are already being carried out are creative and innovative businesses or startup businesses in the food or culinary field

4. Steps

1. Students register for the entrepreneurial MBKM program by filling out the form provided by the Study Program (offline/online) and bringing a Business Plan Proposal in the following template
2. The Study Program evaluates Proposals and then determines Supervisor Lecturers/Mentors (with a Supervisory Decree) from each Study Program
3. Students run entrepreneurship with the assistance of lecturers (1-2 semesters)
4. Students prepare Entrepreneurial Reports
5. Assessment by Lecturers and Teams (Assessment of reports, presentations, and competency tests)
6. The Study Program submits scores to the academic division to be reported to PD Dikti



5. Proportion of assessment by supervisor lecturers and industry partners

Proposal	10%
Implementation	40%
Report writing	20%
Exam	30%

Rubrik penilaian

No	Assessment aspects and components	CPMK	Assessment component	Score			
				0 (E)	50 – 69,99 (D s/d C)	70 – 84,99 (C s/d A/B)	85 - 100 (A- s/d A)
1.	**Proposal business plan**		**20%**				
	Able to apply critical thinking skills in problem-solving	*CPMK KU2.2*	Presentation of business plans/topic problems in SMEs	No problem solving	There is problem solving but it is less critical and precise	Able to solve problems well	Able to solve problems precisely and critically
	Able to apply food science knowledge in real situations and problems	*CPMK KU2.3*	Presentation of business plans/topic problems in SMEs	No food applications described in the proposal	The food applications described in the proposal	The food applications described in the	The food applications described in the proposal

					are minimal	proposal is good	are very detailed
	Able to choose the exact analysis technique when faced with technical difficulties	*CPMK KU2.4*	Formulation of problems to be solved in SMEs	The analysis method in the proposal is incorrect	The analysis method in the proposal is not quite right	The analysis method in the proposal still has minor errors	The analysis method in the proposal is very appropriate
	Able to evaluate scientific information	*CPMK KU2.5*	Formulation of problems to be solved in SMEs	Not able to evaluate scientific information	Much scientific information is still unclear	Scientific information still contains minor sources that are unclear	Scientific information can be evaluated accurately, clearly and systematically
	Able to demonstrate the ability to work independently or in a team	*CPMK KK1.1*	Presentation of business plans/topic problems in SMEs	Very individualistic and not independent	Independent attitude and activeness in the team is minimal	Independent attitude and activeness in the team is good	Independent attitude and activeness in the team is very active
	Able to identify tasks to achieve graduates	*CPMK KK1.2*	The accuracy of making a business plan	The task does not achieve the expected output	The task less achieve the expected output	The task has achieved the expected output but there are some minor errors	The task has achieved the expected output
2.	**Entrepreneurship Activities**		**25%**				
	Able to analyze data statistically	*CPMK KU1.1*	Search for sources of scientific information	There is no statistical	There is statistical analysis of the data	There is statistical analysis of the data	There is statistical analysis of data in a

			related to the problem to be solved Implementation, collection of data and information related to tasks	analysis of the data	but there are major errors	but there are minor errors	precise, clear, and systematic manner
	Able to use appropriate data collection and analysis techniques	*CPMK KU1.2*	Search for sources of scientific information related to the problem to be solved Implementation, collection of data and information related to tasks	Imprecise data collection and analysis	Data collection and analysis is less precise	In data collection and analysis there are still minor errors	Collection and analysis of data is precise, clear, and systematic
	Able to demonstrate the ability to work independently or in a team	*CPMK KK1.1*	Interview with SME owners	Ability in interviews with SMEs does not show an independent and individualistic attitude	Ability in interviews with SMEs show less independence and teamwork	Ability in interviews with SMEs show independence and teamwork but a little less active	Ability in interviews with SMEs show an independent attitude and very active teamwork
	Able to explain the ability to interact socially and culturally in a diverse community environment	*CPMK KK1.3*	Interview with SME owners	Ability in interviews with SMEs is very not interactive and tends to be indifferent to the community	Ability in interviews with SMEs is less interactive with the community	The ability to interview SMEs has been interactive with the community	The ability to interview SMEs is very interactive with the community

3.	**Report writing**		**25%**				
	Able to trace credible and accountable sources of scientific information	*CPMK KU2.1*	Accuracy of solving problems/making business plans and clarity of information in reports	Scientific sources are unclear and cannot be accounted for	Many scientific sources are unclear and cannot be accounted for	Scientific sources are minor source errors whose origins are unclear and cannot be accounted for	Scientific sources are very clear, accurate, and accountable
	Able to make relevant technical documents	***CPMK KU3.1***	Accuracy of solving problems/making business plans and clarity of information in reports	Report documents are irrelevant	Report documents are less relevant	Report documents are relevant but there are still some minor errors	Report documents are very relevant
	Able to provide food science information to various groups	***CPMK KU3.3***	Accuracy of solving problems/making business plans and clarity of information in reports	No information regarding food science is presented in the report	Little information regarding food science is presented in the report	Quite a lot of information regarding food science is presented in the report	Information regarding food science presented in the report is very diverse and complete
4.	**Exam**		**30%**				
	Able to assemble visual presentations of data	***CPMK KU1.3***	Powerpoint, video	Did not make PPT	Systematics in compiling data is not systematic	Systematics in compiling data is less systematic	Systematics in compiling data has been systematic

	Able to make relevant technical documents	***CPMK KU3.1***	Accuracy of explanation	Did not work on exam documents	Exam documents that are done are irrelevant	Exam documents that are done are less relevant	Exam documents that are done are relevant
	Able to present something orally	***CPMK KU3.2***	Oral exam business plan/problem solving in SMEs	Absence at the oral presentation of the oral exam	Able to present reports in oral exams but the ability to answer the examiner's questions is not quite right	Able to present reports in oral exams but the ability to answer the examiner's questions has minor errors	Able to present reports in oral examinations very well and the ability to answer examiner's questions is very precise
	Able to provide food science information to various groups	***CPMK KU3.3***	Powerpoint, video	Do not present information about food science in the oral exam in the form of a presentation	Presents little information about food science in the oral exam in the form of a presentation	Presents enough information about food science in the oral exam in the form of a presentation	Greatly presents information about food science in an oral exam in the form of a presentation

Explanation:
Score 0 : Less Good
Score 50 - 69.99 : Fairly Good
Score 70 – 84,99 : Good
Score 85 – 100 : Very Good

6. Assessed Skills

CPMK KU1.1 Able to analyze data statistically
CPMK KU1.2 Able to use appropriate data collection and analysis techniques
CPMK KU1.3 Able to assemble visual presentations of data

CPMK KU2.1 Able to trace credible and accountable sources of scientific information
CPMK KU2.2 Able to apply critical thinking skills in problem-solving

CPMK KU2.3 Able to apply food science knowledge in real situations and problems
CPMK KU2.4 Able to choose the exact analysis technique when faced with technical difficulties
CPMK KU2.5 Able to evaluate scientific information

CPMK KU3.1 Able to make relevant technical documents
CPMK KU3.2 Able to present something orally
CPMK KU3.3 Able to provide food science information to various groups

CPMK KK1.1 Able to demonstrate the ability to work independently or in a team
CPMK KK1.2 Able to identify tasks to achieve graduates
CPMK KK1.3 Able to explain the ability to interact socially and culturally in a diverse community environment
CPMK KK1.4 Able to explain examples of ethical issues in food science

CPMK S2.1. Demonstrate social sensitivity, honesty, responsibility, confidence, emotional maturity, ethics, law obedience, and awareness of being a lifelong learner

7. Learning outcomes and assessments can be expressed in competencies:

1 SKILLS
   a. Conceptual Skill
   b. Initiative & Enterprise Skill
   c. Managerial Skill
   d. Technical Skill
   e. Technological Skill
   f. Communication and Marketing Skill
   g. Financial Skill
   h. Social Skill
   i. Decision Making Skill
   j. Time Managerial Skill

2 MANNER
   a. Social Sensitivity
   b. Honesty
   c. Responsibility
   d. Confidence
   e. Emotional Maturity
   f. Ethics
   g. Law Obedience
   h. Lifelong Learner

3 KNOWLEDGE
   a. Understanding of Business Opportunities
   b. Understanding of Production Process
   c. Understanding of Managerial
   d. Understanding of Marketing

e. Understanding of Financial Management
f. Understanding of Latest Technology
g. Understanding of Entrepreneurial Process
h. Understanding of Business Creativity and Innovation
i. Understanding of Current Issues in the Food Sector

8. Equivalence Courses

Independent entrepreneurship activities carried out by students in one or two semesters with achievements in the form of real student businesses can then be carried out as equivalent to the following courses:

No	Prerequisite Courses	Credit
1	Product Development and Process Technology (W)	2
2	Seminar (W)	2
3	Entrepreneurship I (W)	2
4	Engineering Economics (W)	2
	Equivalence Courses	
1	Preservation Technology	2
2	Packaging Technology	2
3	Special Topics V	2
4	Sensory Evaluation (W)	2
5	Entrepreneurship II (W)	8
	Total	24

Equivalence courses are courses that are equivalent to the existing curriculum. Recognition is an acknowledgment of student learning activities off campus and equating it with the credits of elective courses in the study program curriculum. The purpose of recognition is to recognize off-campus learning activities that are equivalent to regular lecture credits. Special topics can be taken if students take non-formal lectures equivalent to 1 credit. According to the Circular of the Director General DIKTI:526/E.E3/MI/2014, 1 credit is equivalent to 160 minutes of study/week/semester which can be broken down into 50 minutes/week/semester of face-to-face meetings, 50 minutes/week/semester of structured assignments, and 60 minutes/week/semester of self study. The total credits offered are 24 credits, but students can choose courses according to the number of credits required for graduation.

9. FUNDING

In the implementation of MBKM Entrepreneurship Activities, matters related to financing student businesses are the responsibility of the student concerned. Funding for transportation and honorarium purposes of supervisor lecturers and examiners is financed by the University in accordance with applicable regulations.

10. OUTPUT MBKM ENTREPRENEURSHIP ACTIVITIES

a. Student independent business
b. Final report

ATTACHMENT OF ENTREPRENEURSHIP FINAL PROJECT MANUAL GUIDELINE MODULE

1. REGISTRATION FORM

This registration form is done via simaster or Google Form with the link https://forms.gle/eL6Cu3ebT4h65MK78

2. PROPOSAL FORMAT

Proposals are written using Times New Roman font size 12 with 1.15 line spacing, A-4 paper size, 4 cm left margin, 3 cm right, top and bottom margins respectively. The contents of the proposal are as follows:

COVER TABLE OF CONTENTS

CHAPTER 1. INTRODUCTION

Describe the background, or the reasons underlying the preparation of the Entrepreneurial proposal, whether based on market research results or own initiatives to open up market share. Also, disclose the type and technical specifications of the commodity as well as product descriptions that will become entrepreneurial capital.

CHAPTER 2. OVERVIEW OF BUSINESS PLANS

In this chapter, describe the general condition of the environment which indicates potential resources and market opportunities including the economic analysis of the planned business. Present briefly to show business feasibility (minimum cash flow for the next 1 year which can show business continuity).

CHAPTER 3. METHOD OF IMPLEMENTATION

The implementation method presents a description of the technique or method of the production process of a business starting from raw materials to marketing distribution as well as the stages of work in achieving program objectives. Thus students can apply food science and technology that they have learned in lectures in direct practice in the world of entrepreneurship.

CHAPTER 4. COST AND SCHEDULE

4.1. Budget

The budget is sourced 100% purely from the students' own costs. The Department of Food and Agricultural Product Technology UGM does not participate in subsidizing finances in this entrepreneurship II course.

4.2. Schedule

The schedule of entrepreneurship lecture activities is carried out for 1 semester with the following details:

Agenda	Month					
	1st	2nd	3rd	4th	5th	6th
Pitch deck	■					
Orientation/Production, initial preparation		■				
Selling		■	■			
Activity			■	■		
Report Writing					■	
Exam						■

REFERENCES

References is arranged based on the name and year system, in alphabetical order of the author's name, year, title of article, and source with a space of 1 space. Only the literature cited in the research proposal is included in the references.

2. BUSINESS IMPLEMENTATION REPORT FORMAT

The final report is written using Times New Roman font size 12 with 1.15 line spacing, A-4 paper size, 4 cm left margin, 3 cm right, top and bottom margins respectively. Report format is as follows:

COVER TABLE OF CONTENTS

CHAPTER 1. INTRODUCTION

- Business/product specifications
- Business/product advantage

CHAPTER 2. BUSINESS GENERAL DESCRIPTION

General Conditions of the Business Environment

- Market opportunity
- Business Economic Analysis

1. Calculation of production costs and profits

2. Business feasibility analysis

- Business Sustainability Analysis

CHAPTER 3. METHOD OF IMPLEMENTATION

- Business Description/Aspects of Production and Business Management.

Time, place, materials, tools, human resources

- Market Stabilization
  1. Determination of target market and preparation of marketing strategy
  2. Making Product Designs
  3. Purchase of raw materials and production support equipment
- Production Implementation
- Product Labeling
- Product Publication and Marketing

CHAPTER 4. RESULTS ACHIEVED AND POTENTIAL FOR BUSINESS DEVELOPMENT

Describe the development of the business from start to finish reporting.

Obstacles

CHAPTER 5. CONCLUSION

Conclusions and recommendations

ATTACHMENT

a. Business ownership document score: 25 points
b. Business cash transaction document score: 25 poin
c. Business financial report document score: 25 poin
d. Photo/video documents or business profile company score: 25 poin