

Module Name		Business Incubation
Module Level, if applicable	Advanced	
Code if Applicable	290655288	
Subtitle, if applicable		
Courses, if applicable	290655288 Business Incubation	
Semester(s) in which the module is taught	5 th	
Person responsible for the module	Rista Anggriani, STP.MP.MSc	
Lecturer	Rista Anggriani, STP.MP.MSc	
Language	Indonesian	
Relation to curriculum	Compulsory Course for undergraduate program in the Food Technology Department, Faculty of Agriculture and Animal Science	
Type of teaching	Lecture, Mini Project	
Workload	<ul style="list-style-type: none"> ● Lecture: 4 SKS X 50 minutes X 16 weeks ● Project: 4 SKS X 60 minutes X 16 weeks ● Independent learning: 4 SKS X 60 minutes X 16 week 	
Credit points	4 SKS X 1.5 = 6 ECTS	
Requirements according to the examination regulations	<ol style="list-style-type: none"> 1. Registered in this course 2. Minimum 80% attendance in this course 	
Recommended prerequisites	-	
Module Objectives (Intended learning outcomes)	<ul style="list-style-type: none"> ● Applying Product Development Process : <ul style="list-style-type: none"> - Carry out of the stages of the product development process, from concept ideation to commercialization - Conduct market research and analyze consumer trends to identify opportunities for new product development - Conduct sensory evaluations and consumer testing to optimize product formulations based on consumer preferences and feedback 	
Module Content	<p>This Business Incubation course studies the principles and methods in carrying out the product design and development process. Apart from that, this course also encourages students to create and commercialize a product development in agriculture-based entrepreneurship. In addition, this course encourage the students to understand the sustainability issues in food production : resource use, waste reduction, and environmental impact</p>	

Study and examination requirements and forms of examination	Cognitive: Midterm exam, Final exam, Quizzes, Assignments <ul style="list-style-type: none"> ● Affective: Assessed from the element /variables achievement, namely (a) Contributions (attendance, active, role, initiative, and language), (b) Being on time, (c) Effort.
Media employed	Classical teaching tools with white board and PowerPoint presentation
Recommended Literature	For Class A. Compulsory 1. Widodo, I.D. 2003. Perencanaan dan Pengembangan Produk: Product, Planning and Design. UII Press Indonesia, Yogyakarta. 2. Kotler, Philip. 1999. Kotler on Marketing: how to create, win, and dominate markets. The Free Press, New York. 3. Kotler, Philip. 1994. Marketing. Ed: Herujati Purwoko. Erlangga, Jakarta 4. Handoko, I.H. 2010. Dasar-Dasar Manajemen Produksi dan Operasi Edisi Pertama. BPF, Yogyakarta.
Date of Last Amendment	8 th January 2022