



**Kampus
Merdeka**
INDONESIA JAYA

SEMESTER LEARNING PLAN

SEMESTER V


COURSE :

SHARIA MARKETING MANAGEMENT

CODE :

CW6602023504



	MAKASSAR MUHAMMADIYAH UNIVERSITY		Code : LP-UNISMUH-02.2	
			Date :	
	RPS form		Revision : 0	
Page				
Used to complete		: LP-UNISMUH-02.2 Learning Process standard		
Process	Person responsible			Date
	Name	Position	Signature	
1. Formulation				
2. Inspection				
3. Consent				
4. Determination				
5. Control				

SEMESTER LEARNING PLAN
(BLENDED LEARNING MODEL – FLIPPED LEARNING TYPE)
COURSE: SHARIA MARKETING MANAGEMENT

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ISLAMIC ECONOMIC STUDIES PROGRAM

SEMESTER LEARNING PLAN

COURSE NAME	MK CODE	MK RUMPU	WEIGHT (CREDITS)		SEMESTER	DATE OF COMPILATION
Sharia Marketing Management	CW6602023504		T=3	P=..	V	2021-2022
GKM FEB UNISMUH	NAME OF RPS PREPAITOR		RMK COORDINATOR		KA PRODI	
Asri Jaya, SE., MM	Dr. H. Muhammad Najib Kasim, SE, M.Si		Dr. H. Muhammad Najib Kasim, SE, M.Si		Dr. H. Muhammad Najib Kasim, SE, M.Si	
LEARNING OUTCOMES (CPL – CPMK – Sub CPMK)	GRADUATE LEARNING OUTCOMES CHARGED AT MK (CPL)					
	CPL1(S)	<ol style="list-style-type: none"> 1. Have faith in God Almighty and be able to show a religious attitude; 2. Have good character in social, economic and business activities; 3. Internalize behavior and morals in accordance with the values and basic principles of Islamic economics; 				
	CPL2 (P)	<ol style="list-style-type: none"> 1. Mastering the concepts and principles of Islamic entrepreneurship, operational management, financial management, marketing management, human resource management, strategic management, information systems, business communication, Islamic business ethics, halal industry management, and decision-making techniques in business; 2. Master the basic principles and techniques of communicating using standard spoken and written language, both Indonesian and foreign languages; 				
	CPL3 (KU)	Able to maintain and develop working networks with supervisors, colleagues, colleagues both inside and outside the institution;				
	CPL4 (KK)	Able to assess the feasibility of sharia business by applying the principles of operational management, financial management, marketing management, human resource management, and strategic management in managing sharia business in accordance with business planning and/or company policies.				



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COURSE LEARNING CAPAIN (CPMK)

CPMK1	Students have abilities in the world of work
CPMK2	Students have managerial, marketing and operational skills in the field of sharia banking
CPMK3	Have an independent spirit, work ethic, entrepreneurship and Islamic ethics
CPMK4	-

FINAL CAPABILITY OF EACH LEARNING STAGE (Sub-CPMK)

Sub-CPMK1	Students are expected to be able to understand the basic concepts of Sharia Marketing
Sub-CPMK2	Students are expected to be able to understand Sharia Fund Collection Products
Sub-CPMK3	Students are expected to be able to understand Sharia fund distribution products
Sub-CPMK4	Students are expected to be able to understand Sharia Service Products
Sub-CPMK5	Students are expected to be able to understand strategic marketing
Sub-CPMK6	Students are expected to be able to understand Sorting, Determining, and Positioning the Market
Sub-CPMK7	Students are expected to be able to understand Marketing Research
Sub-CPMK8	Students are expected to be able to understand Location Determination Strategy
Sub-CPMK9	Students are expected to be able to understand bank product strategies
Sub-CPMK10	Students are expected to be able to understand Bank Promotion Strategies
Sub-CPMK11	Students are expected to be able to understand Customer Satisfaction Strategies
Sub-CPMK12	Students are expected to be able to understand Excellent Service
Sub-CPMK13	Students are expected to be able to understand Excellent Service



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	Sub-CPMK14	Students are expected to be able to understand Competitive Analysis					
	CORRELATION	Sub-CPMK1	Sub-CPMK2	Sub-CPMK3	Sub-CPMK4	Sub-CPMK5	Sub-CPMK6
	CPMK1						
	CPMK2						
	CPMK3						
	CPMK4						
COURSE DESCRIPTION							
STUDY MATERIALS (TOPICS)	<ol style="list-style-type: none"> 1. Basic Sharia Marketing Concepts; Definition of Islamic economics, definition of marketing, marketing mix, values and comparison of sharia marketing and conventional marketing. 2. Sharia Banking Products; Collection, distribution and sharia banking services. 3. Strategic Marketing; Marketing concept and marketing strategy. 4. Sorting, Determining, and Positioning Markets; Market segmentation, targeting, positioning, and differentiation. 5. Marketing Research; Market research, methods and market forecasting. 6. Location Determination Strategy; Types of bank offices, and location determination. 7. Bank Product Strategy; Product strategy, product and service levels, market evolution, and branding. 8. Bank Promotion Strategy; Promotion, advertising, sales, and selling as well as publicity 9. Customer Satisfaction Strategy; Consumer paradigm, customer satisfaction, how to measure customer satisfaction. 10. Excellent service; Service ethics, concept, quality, and service quality chain. 11. Competitive Analysis; Identify competitors and their strategies and analyze competitor strengths and weaknesses. 						
REFERENCE	<p>Main Reference</p> <ol style="list-style-type: none"> 1. M. Nur Riyanto Al-Arif, Basics of Sharia Bank Marketing, Bandung: Alfabeta, 2010. 2. Hermawan Kertajaya and M. Syakir Sula, Sharia Marketing, Bandung: Mizan, 2006. 						



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3. Herry Sutanto and Kharul Umam, *Sharia Bank Marketing Management*, Bandung: Pustaka Setia, 2013.
4. McLeod and Schell. (2007). *Management Information Systems (10th ed.)*. Pearson Prentice Hall .
5. DR. H. MOH. NASUHA. (2017). *Islamic Marketing Book* . 18–23.

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Educational Journals

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2. Zainul Arifin, *Basics of Sharia Bank Management*, Bandung: Alfabet, 2005
3. Jawahir Tanthowi, *Elements of Management According to the Teachings of the Qur'an*, Pustaka Al-Husna, 1983
4. Kasmir, *Bank Marketing*, Kencana, 2004
5. Muhammad, *Sharia Bank Management*, Yogyakarta: YKPN, 2011.
6. M. Aziz Hakim, *Sharia Professional Education*, Jakarta: Tazkia, 2003
7. Sutarno, *Management Control Systems*, 2007
8. Karnaen Purwaatmaja, *Banking Management: Theory and Application*.
9. Karnaen Purwaatmaja and Henri Tanjung, *Sharia Banking: Theory, Practice and Role*, 2007
10. Muhammad and Alimin, *Ethics and Consumer Protection*, Jogjakarta: STIS, 2004.
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13. Arsal, M., Adiningrat, AA, & Bank, S. (2020). *Impression of Student Knowledge on Decisions to Become a Customer of Islamic Banks has positive and significant effect on the decision to become a customer of a* . 1 (2), 145–152.
14. Romadhoni, B., Akhmad, A., Naldah Naldah, & Niluh Putu Evvy Rossanty. (2023). Purchasing Decisions Effect of Social Media Marketing, Electronic Word of Mouth (eWOM), Purchase Intention. *Journal of Accounting and Financial Management* , 4 (1), 74–86. <https://doi.org/10.38035/jafm.v4i1.194>
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16. Rahman Rahim, A., Mappatempo, A., & Simiati. (2022). The Impact Of Service Quality And Product Quality On Customer Loyalty And Its Impact On Repeat Orders At Astra Credit Companies Makassar Branch. *Enrichment: Journal of Management*, 12(4), 2561–2571.
17. Mappatempo, A., Rahim, AR, & Nasrullah, N. (2022). Effect Of Promotion, Brand Image On Local Wisdom And Purchasing Decisions At The PT. Megah Putra Sejahtera Suzuki Makassar. *2nd International Conference on Business and Social Science*, 5(6), 486–504. <https://debian.stiesia.ac.id/index.php/icobuss1st/article/view/201>
18. Mappatempo, A., Asrawan, A., & Romadhoni, B. (2023). Switching Intention in Mediating the Relationship between Price, Location and Consumer Satisfaction. *Journal of Management Science and Organizations*, 3(3), 176–183. <https://doi.org/10.52300/jmsso.v3i3.8179>
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21. Saeful, S., Muttalib, A., & Jaya, A. (2017). Credit Management Analysis to Increase Profitability. *Journal of Profitability of the Faculty of Economics and Business*, 1(1), 1–16. <https://core.ac.uk/download/pdf/233601949.pdf>

**LECTURER
NAME**

Dr. H. Muhammad Najib Kasim, SE, M.Si

**REQUIRED
COURSES**

-

1. 1ST MEETING

LESSON PLAN:1 ST MEETING								
ASPECT	ONLINE			OFFLINE				
SUB-CPMK	Students are expected to be able to understand the basic concepts of Sharia Marketing							
INDICATOR	Accuracy in explaining the material							
STUDY MATERIALS	1. Definition of Islamic Economics 2. Marketing Definition 3. Marketing Mix (Marketing Mix) 4. Sharia Marketing Concept 5. Sharia Marketing Values 6. Comparison of Sharia marketing and Conventional marketing							
INSTRUCTIONAL MEDIA	SPADA URL					Laptop, whiteboard and LCD	
	LMS Features	Page	√	Lessons		Slides		
		URLs		Forum		Quiz		√
		Dock		Task		Meetings		
	Videos		Survey		Other			
Other Media	Microsoft Office Word and Power Point							
LEARNING MODEL	LMS Scenarios & Features			Scenario				
	<ul style="list-style-type: none"> • Explore • Lecture • Question and answer 							
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 				
LEARNING EXPERIENCE	Prepare a summary in the form of a summary of the basic concepts of sharia marketing							
LEARNING ASSESSMENT	LMS Features		Instruments		Type	Instruments		
	Weight :							

2. 2ND MEETING

LESSON PLAN: 2 ND MEETING								
ASPECT	ONLINE			OFFLINE				
SUB-CPMK	Students are expected to be able to understand Sharia Fund Collection Products							
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 							
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Types of sharia banking fund collection products 2. Mudharabah Deposits 3. Wadi'ah 4. Mudharabah Savings 							
INSTRUCTIONAL MEDIA	SPADA URL					Laptop, whiteboard and LCD	
	LMS Features	Page	√	Lessons		Slides		
		URLs		Forum		Quiz		√
		Dock		Task		Meetings		
		Videos		Survey		Other		
Other Media	Microsoft Office Word and Power Point							
LEARNING MODEL	LMS Scenarios & Features			Scenario				
	<ul style="list-style-type: none"> • Question and answer • Lecture • Multimedia presentation • Discussion (discovery learning) 							
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 				
LEARNING EXPERIENCE	Prepare a summary in the form of a paper regarding sharia banking products, especially in raising funds							
LEARNING ASSESSMENT	LMS Features		Instruments		Type	Instruments		
	Weight :							

3. 3RD MEETING

LESSON PLAN: 3 RD MEETING						
ASPECT	ONLINE			OFFLINE		
SUB-CPMK	Students are expected to be able to understand Sharia fund distribution products					
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 					
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Types of sharia banking fund distribution products 2. Profit sharing financing; Mudarabah and Musyarakah 3. Buy and sell; Murabahah, Salam, Istishna' 					
INSTRUCTIONAL MEDIA	SPADA URL				
	LMS Features	Page	√	Lessons		Slides
		URLs		Forum		Quiz
		Dock		Task		Meetings
		Videos		Survey		Other
Other Media	Microsoft Office Word and Power Point					
LEARNING MODEL	LMS Scenarios & Features			Scenario		
	<ul style="list-style-type: none"> •Question and answer •Lecture •Multimedia presentation •Discussion (discovery learning) 					
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 		
LEARNING EXPERIENCE	Prepare a summary in the form of a paper regarding sharia banking products, especially in the form of fund distribution					
LEARNING ASSESSMENT	LMS Features		Instruments		Type	Instruments
	Weight :					

4. 4TH MEETING

LESSON PLAN: 4 th MEETING							
ASPECT	ONLINE				OFFLINE		
SUB-CPMK	Students are expected to be able to understand Sharia Service Products						
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 						
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Services in Sharia Banking 2. Wow. Hiwalah, Kafalah, Rahn, and Qard. 						
INSTRUCTIONAL MEDIA	SPADA URL					
	LMS Features	Page	√	Lessons		Slides	
		URLs		Forum		Quiz	√
		Dock		Task		Meetings	
		Videos		Survey		Other	
Other Media	Microsoft Office Word and Power Point						
LEARNING MODEL	LMS Scenarios & Features				Scenario		
	<ul style="list-style-type: none"> • Question and answer • Lecture • Multimedia presentation • Discussion (discovery learning) 						
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 				<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 		
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about sharia banking products, especially sharia banking services						
LEARNING ASSESSMENT	LMS Features		Instruments			Type	Instruments
	Weight :						

5. 5TH MEETING

LESSON PLAN:5 th MEETING									
ASPECT	ONLINE				OFFLINE				
SUB-CPMK	Students are expected to be able to understand strategic marketing								
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 								
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Planning concept 2. Strategic Planning 3. Strategic Marketing 4. Strategic Analysis 5. Strategy Formulation 6. Bank Marketing Strategy 								
INSTRUCTIONAL MEDIA	SPADA URL					Laptop, whiteboard and LCD		
	LMS Features	Page	√	Lessons		Slides			
		URLs		Forum		Quiz			√
		Dock		Task		Meetings			
	Videos		Survey		Other				
	Other Media	Microsoft Office Word and Power Point							
LEARNING MODEL	LMS Scenarios & Features				Scenario				
	<ul style="list-style-type: none"> • Lecture • Presentation • Discussion (discovery learning) 								
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 				<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 				
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about the Islamic economic system								
LEARNING ASSESSMENT	LMS Features		Instruments			Type		Instruments	
	Weight :								

6. 6TH MEETING

LESSON PLAN:6 th MEETING							
ASPECT	ONLINE			OFFLINE			
SUB-CPMK	Students are expected to be able to understand Sorting, Determining, and Positioning the Market						
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 						
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Introduction 2. Market segmentation 3. Targeting 4. Positioning 5. Differentiation 						
INSTRUCTIONAL MEDIA	SPADA URL					
	LMS Features	Page	√	Lessons		Slides	
		URLs		Forum		Quiz	√
		Dock		Task		Meetings	
Videos			Survey		Other		
Other Media	Microsoft Office Word and Power Point						
LEARNING MODEL	LMS Scenarios & Features			Scenario			
	<ul style="list-style-type: none"> • Lecture • Discussion (discovery learning) 						
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 			
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about the differences between scarcity and choice						
LEARNING ASSESSMENT	LMS Features		Instruments		Type		

LESSON PLAN:6th MEETING		
ASPECT	ONLINE	OFFLINE
	Weight :	

7. 7TH MEETING

LESSON PLAN:7 th MEETING									
ASPECT	ONLINE				OFFLINE				
SUB-CPMK	Students are expected to be able to understand Marketing Research								
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 								
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Introduction 2. Bank marketing environment 3. Forms and sources of information 4. Marketing Information System 5. Market Research 6. Market Research Methods 7. Forecasting 8. Market forecasting methods and methods 								
INSTRUCTIONAL MEDIA	SPADA URL					Laptop, whiteboard and LCD		
	LMS Features	Page	√	Lessons		Slides			
		URLs		Forum		Quiz			√
		Dock		Task		Meetings			
	Videos		Survey		Other				
Other Media	Microsoft Office Word and Power Point								
LEARNING MODEL	LMS Scenarios & Features				Scenario				
	<ul style="list-style-type: none"> • Multimedia presentation • Lecture • Presentation • Discussion (discovery learning) 								
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 				<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 				
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about Islamic economic philosophy and its legal sources								
	LMS Features		Instruments		Type		Instruments		

LESSON PLAN:7th MEETING

ASPECT	ONLINE		OFFLINE	
LEARNING ASSESSMENT				
	Weight :			

8. 8TH MEETING

LESSON PLAN: 8 th MEETING								
ASPECT	ONLINE				OFFLINE			
SUB-CPMK	Mid semester							
INDICATOR	Meeting materials 1-7							
STUDY MATERIALS	Meeting materials 1-7							
INSTRUCTIONAL MEDIA	SPADA URL						
	LMS Features	Page	√	Lessons		Slides		
		URLs		Forum		Quiz	√	
		Dock		Task		Meetings		
		Videos		Survey		Other		
Other Media	Microsoft Office Word and Power Point							
LEARNING MODEL	LMS Scenarios & Features				Scenario			
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 				<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 			
LEARNING EXPERIENCE								
LEARNING ASSESSMENT	LMS Features		Instruments			Type		Instruments
	Weight : 25%							

9. 9TH MEETING

LESSON PLAN: 9 th MEETING						
ASPECT	ONLINE			OFFLINE		
SUB-CPMK	Students are expected to be able to understand Location Determination Strategy					
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 					
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Introduction 2. Type of Bank Office 3. Location Determination Considerations 4. Lay-Out Determination Considerations 					
INSTRUCTIONAL MEDIA	SPADA URL				
	LMS Features	Page	√	Lessons		Slides
		URLs		Forum		Quiz
		Dock		Task		Meetings
		Videos		Survey		Other
Other Media	Microsoft Office Word and Power Point					
LEARNING MODEL	LMS Scenarios & Features			Scenario		
	<ul style="list-style-type: none"> • Multimedia presentation • Presentation • Brain storming and sharing • Lecture 					
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 		
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about the theory of consumption behavior in Islam					
LEARNING ASSESSMENT	LMS Features		Instruments		Type	Instruments
	Weight :					

10.10TH MEETING

LESSON PLAN: 10 th MEETING							
ASPECT	ONLINE				OFFLINE		
SUB-CPMK	Students are expected to be able to understand bank product strategies						
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 						
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Product Definition 2. Product and service levels 3. Product Strategy 4. Market Evolution 5. Branding 						
INSTRUCTIONAL MEDIA	SPADA URL					
	LMS Features	Page	√	Lessons		Slides	
		URLs		Forum		Quiz	√
		Dock		Task		Meetings	
		Videos		Survey		Other	
Other Media	Microsoft Office Word and Power Point						
LEARNING MODEL	LMS Scenarios & Features				Scenario		
	<ul style="list-style-type: none"> • Presentation • Brain storming and sharing • Lecture • Discussion (discovery learning) 						
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 				<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 		
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about the differences in demand and supply						
LEARNING ASSESSMENT	LMS Features		Instruments			Type	Instruments
	Weight :						

11.11TH MEETING

LESSON PLAN: 11 th MEETING						
ASPECT	ONLINE			OFFLINE		
SUB-CPMK	Students are expected to be able to understand Bank Promotion Strategies					
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 					
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Promotion 2. Advertising 3. Sales promotion 4. Personal Selling 5. Publicity 					
INSTRUCTIONAL MEDIA	SPADA URL				
	LMS Features	Page	√	Lessons		Slides
		URLs		Forum		Quiz
		Dock		Task		Meetings
		Videos		Survey		Other
Other Media	Microsoft Office Word and Power Point					
LEARNING MODEL	LMS Scenarios & Features			Scenario		
	<ul style="list-style-type: none"> • Lecture • Discussion (discovery learning) • Brainstorming 					
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 		
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about the role and mechanisms of the market					
LEARNING ASSESSMENT	LMS Features		Instruments		Type	Instruments
	Weight :					

12.12TH MEETING

LESSON PLAN: 12 th MEETING								
ASPECT	ONLINE			OFFLINE				
SUB-CPMK	Students are expected to be able to understand Customer Satisfaction Strategies							
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 							
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Changing Paradigms in Thinking about Consumers 2. Customer Satisfaction 3. How to measure Customer Satisfaction 4. Customer Satisfaction Strategy 							
INSTRUCTIONAL MEDIA	SPADA URL					Laptop, whiteboard and LCD	
	LMS Features	Page	√	Lessons		Slides		
		URLs		Forum		Quiz		√
		Dock		Task		Meetings		
		Videos		Survey		Other		
Other Media	Microsoft Office Word and Power Point							
LEARNING MODEL	LMS Scenarios & Features			Scenario				
	<ul style="list-style-type: none"> • Lecture • Discussion (discovery learning) 							
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 				
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about the concept of income distribution in Islam							
LEARNING ASSESSMENT	LMS Features		Instruments		Type	Instruments		
	Weight :							

13.13TH MEETING

LESSON PLAN: 13 th MEETING							
ASPECT	ONLINE				OFFLINE		
SUB-CPMK	Students are expected to be able to understand Excellent Service						
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 						
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Service Ethics 2. Understanding Excellent Service 3. Excellent Service Concept 4. Quality of Bank Services 5. Service Quality Chain 6. Excellent Service Tips 						
INSTRUCTIONAL MEDIA	SPADA URL					
	LMS Features	Page	√	Lessons		Slides	
		URLs		Forum		Quiz	√
		Dock		Task		Meetings	
		Videos		Survey		Other	
Other Media	Microsoft Office Word and Power Point						
LEARNING MODEL	LMS Scenarios & Features				Scenario		
	<ul style="list-style-type: none"> • Lecture • Multimedia presentation • Discussion (discovery learning) 						
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 				<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 		
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about the financial system and monetary policy from an Islamic economic perspective						
LEARNING ASSESSMENT	LMS Features		Instruments			Type	Instruments

LESSON PLAN: 13th MEETING		
ASPECT	ONLINE	OFFLINE
	Weight :	

14.14TH MEETING

LESSON PLAN: 14 th MEETING							
ASPECT	ONLINE				OFFLINE		
SUB-CPMK	Students are expected to be able to understand Excellent Service						
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 						
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Service Ethics 2. Understanding Excellent Service 3. Excellent Service Concept 4. Quality of Bank Services 5. Service Quality Chain 6. Excellent Service Tips 						
INSTRUCTIONAL MEDIA	SPADA URL					
	LMS Features	Page	√	Lessons		Slides	
		URLs		Forum		Quiz	√
		Dock		Task		Meetings	
Videos			Survey		Other		
Other Media	Microsoft Office Word and Power Point						
LEARNING MODEL	LMS Scenarios & Features				Scenario		
	<ul style="list-style-type: none"> • Lecture • Multimedia presentation • Discussion (discovery learning) 						
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 				<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 		
LEARNING EXPERIENCE	Prepare a summary in the form of a paper about the financial system and monetary policy from an Islamic economic perspective						
LEARNING ASSESSMENT	LMS Features		Instruments			Type	Instruments

LESSON PLAN: 14th MEETING		
ASPECT	ONLINE	OFFLINE
	Weight :	

15. 15TH MEETING

LESSON PLAN: 15 th MEETING								
ASPECT	ONLINE			OFFLINE				
SUB-CPMK	Students are expected to be able to understand Competitive Analysis							
INDICATOR	<ul style="list-style-type: none"> - Accuracy in explaining the material - Systematics and presentation style 							
STUDY MATERIALS	<ol style="list-style-type: none"> 1. Introduction 2. Identify Competitors and Their Strategies 3. Analyze competitors' strengths and weaknesses 4. Competitive positioning strategy 							
INSTRUCTIONAL MEDIA	SPADA URL					Laptop, whiteboard and LCD	
	LMS Features	Page	√	Lessons		Slides		
		URLs		Forum		Quiz		√
		Dock		Task		Meetings		
		Videos		Survey		Other		
Other Media	Microsoft Office Word and Power Point							
LEARNING MODEL	LMS Scenarios & Features			Scenario				
	<ul style="list-style-type: none"> • Introduction • Identify Competitors and Their Strategies • Analyze competitors' strengths and weaknesses • Competitive positioning strategy 							
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 				
LEARNING EXPERIENCE	Prepare a summary in the form of a paper on public finance and fiscal policy							
LEARNING ASSESSMENT	LMS Features		Instruments		Type	Instruments		
	Weight :							


16. 16TH MEETING

LESSON PLAN: 16 th MEETING								
ASPECT	ONLINE			OFFLINE				
SUB-CPMK	Final Semester Exam / Final Test							
INDICATOR	Meeting materials 9-15							
STUDY MATERIALS	Meeting materials 9-15							
INSTRUCTIONAL MEDIA	SPADA URL					Laptop, whiteboard and LCD	
	LMS Features	Page	√	Lessons		Slides		
		URLs		Forum		Quiz		√
		Dock		Task		Meetings		
		Videos		Survey		Other		
Other Media	Microsoft Office Word and Power Point							
LEARNING MODEL	LMS Scenarios & Features			Scenario				
LEARNING TIME BURDEN	<ul style="list-style-type: none"> ▪ Independent Study : 2 x 60 minutes ▪ Structured Assignments : 2 x 60 minutes 			<ul style="list-style-type: none"> ▪ Face to face : 3 x 50 minutes 				
LEARNING EXPERIENCE								
LEARNING ASSESSMENT	LMS Features		Instruments		Type			
	Weight : 25%							

PROJECT TASKS PLAN

1. Summarizing the nature of individual thematic learning
2. Analyze the characteristics of thematic learning based on the videos presented (group)
3. Summarize the basis of group thematic learning
4. Defining the principles of thematic learning and their application in groups
5. Creatively create *a mind map of 10 thematic learning models*
6. Create theme networks with a *connected model*
7. Create theme networks with an *integrated model*
8. Create theme nets with a *webbed model*
9. Analyze the differences and create examples of learning with conventional approaches and learning by accessing the potential of students' brains
10. UTS
11. Analyze thematic learning elements in groups
12. Create a project (thematic learning technique design in the 2013 curriculum) as a group
13. Analyzing videos about thematic (group) learning management
14. Analyzing assessments in the 2013 curriculum teacher and student books and making 2013 curriculum assessments
15. Create a thematic learning project

PROJECT TASKS PLAN

	MAKASSAR MUHAMMADIYAH UNIVERSITY FACULTY OF ECONOMICS AND BUSINESS ISLAMIC ECONOMIC STUDIES PROGRAM			
STUDENT ASSIGNMENT PLAN				
COURSE IDENTITY	MK's name	Code	Semester	SKS
TASK DESIGN	Form of Assignment		Task Completion Time	
ASSIGNMENT TITLE	Task URL in LMS:			
Sub-CPMK				
DESCRIPTION				
ASSIGNMENT METHODS				
TASK OBJECT				
TASK OUTPUT				
EVALUATION	Criteria & Indicators		Assessment Techniques	Weight (%)
	Note: This assignment as a whole has a weight of 50% of the assessment for this course			
TIMETABLE	Stages		Time	
ETC				
REFERENCES				

CPL ASSESSMENT AND ACHIEVEMENTS

TOPIC	SUNDAY	CPL	CPMK	Sub-CPMK	ASSESSMENT	WEIGHT (%)	CATEGORY
I	1						
II	2 – 4						
III	5 – 6						
IV	7 – 8						
V	9 – 11						
VI	12 – 13						
VII	14 – 16						

ASSESSMENT AND ASSESSMENT SCALE

EVALUATION			SCORING SCALE	
ASPECT	TYPE	PROPORTION (%)	INTERVALS	LETTER
Absence	-	5	80 – 100	A
Activity completion	-	10	65 – < 80	B
Formative Assessment	Quiz	5	50 – <65	C
	Task 1	5	40 – <50	D
	Other tasks	5	0 – <40	E
Summative Assessment	Project assignments	40		
	UTS	15		
	UAS	15		

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RPS Compiler Reviewer

Quality Assurance of Study Program




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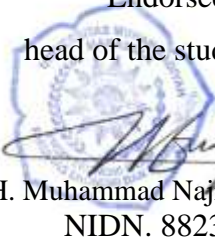
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