Kode Dokumen



Universitas Negeri Surabaya Fakultas Bahasa dan Seni Program Studi S1 Pendidikan Seni Drama, Tari Dan Musik

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MATA KULIAH (MK)		KODE				Rum	pun M	1K		ВОЕ	зот	(sks	s)		SEMES	STER	Tgl Per	nyusu	nan
English for Bus	iness Communica	ation	792020430	01				Kuliał ram St		nan	T=3	P=	0 E	CTS=4	.77		6	24 Sep 202	tembe	er
OTORISASI			Pengemba	ang R	PS				K	oordi	inato	or RI	МК		ı	Koordi	nator	Progra	ım Stı	ıdi
			Silvy Cinth	ia Ade	elia, M.	.A.				Lina Purwaning Hartanti, S.Pd., M.EIL.					Dr. Welly Suryandoko, S.I M.Pd.			ко, S.F	Pd.,	
Model	Project Based Le	earning	<u> </u> 																	
Pembelajaran Capaian	CPL-PRODI yar	na dibe	hankan na	nda M	lK															
Pembelajaran (CP)			ajaran Mata Kuliah (CPMK)																	
(01)	CPMK - 1	•	able to produ	•			ofessi	onal bi	usine	ss pr	ofile	and	doc	uments.						
•	CPMK - 2		able to appl	y the	princip	oles of	approp	riate I	angu	age a	and (effec	tive	busines	ss coi	mmuni	cation	both w	ritten	and
	CPMK - 3	orally. Being engage	able to shorement.	w pro	blem s	solving,	ethica	l decis	sion r	nakir	ng, o	or ris	k tal	king in	thoug	ht, exp	ressio	n, or i	ntellec	tual
	Matrik CPL - CF																			
			СРМК																	
			CPMK-1																	
			CPMK-2																	
			CPMK-3																	
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•	Matrik CPMK pa	ada Ke	mampuan	akhiı	r tiap t	tahapa	n bel	ajar (S	Sub-(СРМ	K)									
·				_																
			CPMK							ı	Ming	jgu k	(e							
				1	2	3 4	5	6	7	8	9	9	10	11	12	13	14	15	16	
		CPI	MK-1																	
		CPI	MK-2																	
		CPI	MK-3																	
Deskripsi Singkat MK	This course aims (Decent Work), 10 in interviews, and media use for car confidence prese business docume strong foundation and sustainable for	0 (Redu d comporeer adventing the enting the ents, cor in busi	ced Inequal osing emails vancement. nemselves anpany profil	ities), s. The Throu and the e pres	and 17 e curric gh inte neir ide sentatio	7 (Partr culum e eractive eas. As ons, an	ership explore activit sessm d simu	s). Stues persies, suites, sui	idents sonal ich as ocuse press	s hon bran s role s on relea	e wr nding pla pra ases	ritten g, pu ying, ictica s. By	and blic disc I ap the	d oral ab relation cussions oplication end of t	oilities prac s, and n, wit the co	in craf stices, d prese h proje ourse, s	ting rea and re intation ects or student	sumes sponsi ns, stud rganize ts will	, excel ble so dents (ed aro oosses	lling ocial gain und ss a
Pustaka	Utama :																			
	1. 1. Chan, 2. 2. Chese Francis.		, 0					,	,		,	•	nal	Strateg	ies fo	or Care	eer Su	ccess.	Taylo	ır &
	Pendukung :																			
	1. 1. journal 2. 2. newsp 3. 3. video		agazines art	icles																

Mg Ke-	Kemampuan akhir tiap tahapan belajar	an belajar [Estimasi Waktu] Pembelajaran Fustaka Pustaka Pustaka		Bobot Penilaian				
	(Sub-CPMK)	Indikator	Kriteria & Bentuk			[Pustaka]	(%)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	
1	1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts 2.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully	1.To be able to identify the different types and channels of business communication, including written, oral, and digital. 2.To be able to develop appropriate communication skills and strategies for different communication types and channels 3.To be able to identify the steps in the job search process 4.To be able to identify and describe interests and skills 5.To be able to read job ads and select job that is the best fit for interests and skills 6.To be able to plan personal profile	Kriteria: Spoken and Written Bentuk Penilaian: Aktifitas Partisipasif, Praktik / Unjuk Kerja	Lecturing, small group discussion 3 X 50		Materi: Features of business communication Pustaka: 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge. Materi: Features of business communication Pustaka: 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.	5%	
2	1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts 2.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully	for job application 1.To be able to identify the steps in the job search process 2.To be able to identify and describe interests and skills 3.To be able to read job ads and select job that is the best fit for interests and skills 4.To be able to plan personal profile for job application	Kriteria: Written Bentuk Penilaian : Aktifitas Partisipasif	Lecturing, small group discussion 3 X 50		Materi: Entering Job Market Pustaka: 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge. Materi: Entering Job Market Pustaka: 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.	5%	
3	1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts 2.Being able to identify the key components of a well -written personal and	1.To be able to develop a comprehensive job application kit that includes a professional LinkedIn profile, portfolio, CV, and cover letter. 2.To be able to identify the key elements that make a successful	Kriteria: Written Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja	Lecturing, small group discussion, individual project assignment 3 X 50		Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter) Pustaka: 1. Chan, M. (2020). English for Business Communication	6%	

- professional business profile
- 3.Being able to prepare an effective personal and professional business profile that showcases your skills, experience, and achievements
- 4.Being able to compose compelling and persuasive resumes, cover letters, portfolios. presentations, and business documents that effectively communicate your qualifications and value proposition to potential employers or clients
- 5.Being able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.
- 6.Being able to actively listen and respond to feedback and questions in a professional and respectful manner
- 7.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully
- 8.Being able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication
- 9.Being able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished
- 10.Being be able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation

- LinkedIn profile, including a professional headshot, a well written summary, and relevant skills and experience.
- 3.To be able to understand how to effectively showcase their skills and accomplishments through a professional portfolio, including selecting appropriate samples and presenting them in a visually appealing and organized manner.
- 4.To be able to develop a compelling CV that highlights their relevant education, work experience, skills, and achievements, and tailors it to the specific job they are applying for.
- 5.To be able to understand the purpose and structure of a cover letter, and how to craft one that effectively communicates their interest in the job, relevant qualifications, and value they can bring to the organization.
- 6.To be able to use appropriate language and tone in all elements of their job application kit, demonstrating professionalism and attention to detail
- 7.To be able to understand the importance of tailoring their job application materials to the specific job and company they are applying to, and be able to do so effectively.

 8.To be able to
- 8.To be able to utilize strategies for managing and organizing their job search, including keeping track of applications, following up with potential employers, and managing job offers and neootiations.
- 9.To be able to develop a strong personal and

(1st ed.). Routledge.

Materi: Job

application kit (personal professional profile, portfolio, cv, and cover letter) Pustaka: 2. Chesebro, J. L. (2014).Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.

	profile that aligns with their career goals and effectively communicates their unique skills and strengths. 10.To be able to reflect on their own learning and development throughout the course, identifying areas for improvement and setting goals for ongoing personal and professional growth			00/
1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts 2.Being able to identify the key components of a well -written personal and professional business profile 3.Being able to prepare an effective personal and professional business profile that showcases your skills, experience, and achievements 4.Being able to compose compelling and persuasive resumes, cover letters, portfolios, presentations, and business documents that effectively communicate your qualifications and value proposition to potential employers or clients 5.Being able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents. 6.Being able to actively listen and respond to feedback and questions in a professional and respectful manner 7.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully 8.Being able to recognize the importance of	1.To be able to develop a comprehensive job application kit that includes a professional LinkedIn profile, portfolio, CV, and cover letter. 2.To be able to identify the key elements that make a successful LinkedIn profile, including a professional headshot, a well-written summary, and relevant skills and experience. 3.To be able to understand how to effectively showcase their skills and accomplishments through a professional portfolio, including selecting appropriate samples and presenting them in a visually appealing and organized manner. 4.To be able to develop a compelling CV that highlights their relevant education, work experience, skills, and achievements, and tailors it to the specific job they are applying for. 5.To be able to understand the purpose and structure of a cover letter, and how to craft one that effectively communicates their interest in the job, relevant	Lecturing, small group discussion, individual project assignment 3 X 50	Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter) Pustaka: 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge. Materi: Job application kit (personal profile, portfolio, cv, and cover letter) Pustaka: 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.	6%

	nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication 9. Being able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished 10. Being be able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation	elements of their job application kit, demonstrating professionalism and attention to detail. 7. To be able to understand the importance of tailoring their job application materials to the specific job and company they are applying to, and be able to do so effectively. 8. To be able to utilize strategies for managing and organizing their job search, including keeping track of applications, following up with potential employers, and managing job offers and negotiations. 9. To be able to develop a strong personal and professional profile that aligns with their career goals and effectively communicates their unique skills and strengths. 10. To be able to reflect on their own learning and development throughout the course, identifying areas for improvement and setting goals for ongoing personal and professional				
5	1. Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts 2. Being able to identify the key components of a well -written personal and professional business profile 3. Being able to prepare an effective personal and professional business profile that showcases your skills, experience, and achievements 4. Being able to compose compelling and persuasive resumes, cover letters, portfolios, presentations, and business	growth 1.To be able to develop a comprehensive job application kit that includes a professional LinkedIn profile, portfolio, CV, and cover letter. 2.To be able to identify the key elements that make a successful LinkedIn profile, including a professional headshot, a well-written summary, and relevant skills and experience. 3.To be able to understand how to effectively showcase their skills and accomplishments through a professional portfolio, including selecting appropriate samples and	Kriteria: Written Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja	Lecturing, small group discussion, individual project assignment 3 X 50	Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter) Pustaka: 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge. Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter) Pustaka: 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal	6%

c	locuments that
e	effectively
C	communicate your
C	qualifications and
٧	alue proposition
t	o potential
e	employers or
C	lients

- 5.Being able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.
- 6.Being able to actively listen and respond to feedback and questions in a professional and respectful manner
- 7.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully
- 8.Being able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication
- 9.Being able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished
- 10.Being be able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation

- presenting them in a visually appealing and organized manner.
- 4.To be able to develop a compelling CV that highlights their relevant education, work experience, skills, and achievements, and tailors it to the specific job they are applying for.
- 5.To be able to understand the purpose and structure of a cover letter, and how to craft one that effectively communicates their interest in the job, relevant qualifications, and value they can bring to the organization.
- 6.To be able to use appropriate language and tone in all elements of their job application kit, demonstrating professionalism and attention to detail.
- 7.To be able to understand the importance of tailoring their job application materials to the specific job and company they are applying to, and be able to do so effectively.
- enectively.

 8.To be able to utilize strategies for managing and organizing their job search, including keeping track of applications, following up with potential employers, and managing job offers and negotiations.
- 9.To be able to develop a strong personal and professional profile that aligns with their career goals and effectively communicates their unique skills and strengths.
- 10.To be able to reflect on their own learning and development throughout the course, identifying areas for improvement and setting goals for ongoing personal

Strategies for
Career
Success.
Taylor &
Francis.

	· · · · · · · · · · · · · · · · · · ·						4
6	1.Being able to	and professional 1.To be able to	Kriteria:	Lecturing,	Materi: Job	7%	
	understand the	growth develop a	Written	small	application kit		
	purpose and	comprehensive		group	(personal		
	importance of	job application kit	Bentuk Penilaian :	discussion,	professional		
	personal and	that includes a	Penilaian Hasil	individual	profile,		
	professional	professional	Project / Penilaian	project	portfolio, cv,		
	business profiles	LinkedIn profile,	Produk, Praktik /	assignment	and cover		
	and documents in	portfolio, CV, and	Unjuk Kerja	3 X 50	letter)		
	various contexts	cover letter.			Pustaka: 1.		
	2.Being able to	To be able to			Chan, M.		
	identify the key	identify the key			(2020). English		
	components of a	elements that			for Business		
	well -written	make a			Communication		
	personal and	successful					
	professional	LinkedIn profile,			(1st ed.).		
	business profile	including a			Routledge.		
	3.Being able to	professional					
	prepare an	headshot, a well -			Materi: Job		
	effective personal	written summary,			application kit		
	and professional	and relevant skills			(personal		
	business profile	and experience.			professional		
	that showcases	To be able to			profile,		
	your skills,	understand how			portfolio, cv,		
	experience, and	to effectively	İ		and cover		Ì
	achievements	showcase their			letter)		
	4.Being able to	skills and			Pustaka: 2.		
	compose	accomplishments			Chesebro, J. L.		
	compelling and	through a	İ		(2014).		Ì
	persuasive	professional			Professional		
	resumes, cover	portfolio, including			Communication		
	letters, portfolios,	selecting	İ		at Work:		Ì
	presentations, and	appropriate					
	business	samples and			Interpersonal		
	documents that	presenting them	İ		Strategies for		Ì
	effectively	in a visually			Career		
	communicate your	appealing and			Success.		
	qualifications and	organized			Taylor &		
	value proposition	manner.			Francis.		
	to potential	4.To be able to					
	employers or	develop a					
	clients	compelling CV					
	5.Being able to apply different	that highlights their relevant					
	formatting and	education, work					
	design elements	experience, skills,					
	to enhance the	and					
	visual appeal and	achievements,					
	readability of your	and tailors it to					
	personal and	the specific job					
	professional	they are applying					
	business profiles	for.					
	and documents.	5.To be able to					
	6.Being able to	understand the					
	actively listen and	purpose and					
	respond to	structure of a					
	feedback and	cover letter, and					
	questions in a	how to craft one					
	professional and	that effectively	İ				Ì
	respectful manner	communicates					
	7.Being able to use	their interest in					
	appropriate	the job, relevant	İ				1
	language and tone	qualifications, and					
	to convey	value they can					
	messages clearly,	bring to the					
	professionally,	organization.	İ				Ì
	and respectfully	6.To be able to use					
	8.Being able to	appropriate					
	recognize the	language and					Ì
	importance of	tone in all					
	nonverbal	elements of their					
	communication	job application kit,					1
	and learn how to	demonstrating					
	use it to enhance	professionalism					
	the effectiveness	and attention to					1
	of written and oral	detail.					
	communication	7.To be able to					
	9.Being able to	understand the					
	develop effective	importance of	İ				Ì
	proofreading and editing skills to	tailoring their job application					
	ensure that your	materials to the					
			İ				1
	personal and	specific job and					
	professional business profiles	company they are applying to, and					1
	and documents	be able to do so					
	and documents are error-free and	effectively.					
	professionally	8.To be able to					1
	polished	utilize strategies					Ì
	10.Being be able to	for managing and					
	10.Deing be able to	ioi managing and	1	1			l

apply the principles of effective busines communication i using new technology and social media, developing socia media strategy, and/or managing reputation	track of applications, following up with potential employers, and managing job offers and negotiations. 9.To be able to develop a strong personal and professional profile that aligns with their career goals and effectively communicates their unique skills and strengths. 10.To be able to reflect on their own learning and development throughout the course, identifying areas for improvement and setting goals for ongoing personal and professional			
	ongoing personal			

7	1.Being able to	1.To be able to	Kriteria:	Lecturing,	Materi: Job	7%
	actively listen and	understand the	Spoken	small	Interviews	. , ,
	-		оролог	group		
	respond to feedback and	importance of first	Bentuk Penilaian :	discussion.	Pustaka: 1.	
		impressions and	Praktik / Unjuk		Chan, M.	
	questions in a	body language	Kerja	interview	(2020). English	
	professional and	during the job	Keija	practice	for Business	
	respectful manner	interview, and		3 X 50	Communication	
	Being able to use	develop strategies				
	appropriate	for projecting a			(1st ed.).	
	language and tone	professional and			Routledge.	
	to convey	confident image.				
	messages clearly,	2.To be able to use			Materi: Job	
	professionally,	appropriate			Interviews	
	and respectfully					
		language and			Pustaka: 2.	
	3.Being able to	tone during the			Chesebro, J. L.	
	recognize the	job interview,			(2014).	
	importance of	demonstrating			Professional	
	nonverbal	professionalism,				
	communication	active listening,			Communication	
	and learn how to	and empathy.			at Work:	
	use it to enhance	3.To be able to			Interpersonal	
	the effectiveness	develop			Strategies for	
	of written and oral	communication			Career	
		and negotiation				
	communication				Success.	
		skills to address			Taylor &	
		questions about			Francis.	
		salary, benefits,				
		and job				
		responsibilities				
		during the job				
		interview.				
		4.To be able to				
		understand the				
		importance of				
		nonverbal				
		communication				
		during virtual job				
		interviews,				
		including eye				
		contact, body				
		language, and				
		tone of voice.				
		5.To be able to use				
		reflective practice				
		to analyze and				
		evaluate the				
		outcomes of the				
		job interview,				
		identifying				
		strengths and				
		areas for				
		improvement in				
		their own				
		performance				
		6.To be able to use				
		reflective practice				
		to analyze and				
		evaluate the				
		outcomes of the				
		job interview,				
		identifying				
		strengths and				
		areas for				
		improvement in				
	I	•				
		their own				

	т.		I	I I	1	
8	1.Being able to	1.To be able to	Kriteria:	Lecturing,	Materi: Job	8%
	actively listen and	understand the	Spoken	small	Interviews	
	respond to	importance of first		group	Pustaka: 1.	
	feedback and	impressions and	Bentuk Penilaian :	discussion,	Chan, M.	
	questions in a	body language	Praktik / Unjuk	interview		
	professional and	during the job	Kerja	practice	(2020). English	
	respectful manner	interview, and	,	3 X 50	for Business	
	2.Being able to use	·		3 X 30	Communication	
		develop strategies			(1st ed.).	
	appropriate	for projecting a				
	language and tone	professional and			Routledge.	
	to convey	confident image.				
	messages clearly,	To be able to use			Materi: Job	
	professionally,	appropriate			Interviews	
	and respectfully	language and			Pustaka: 2.	
	3.Being able to	tone during the			Chesebro, J. L.	
	recognize the	job interview,			-	
	importance of	demonstrating			(2014).	
	nonverbal	professionalism,			Professional	
		•			Communication	
	communication	active listening,			at Work:	
	and learn how to	and empathy.				
	use it to enhance	3.To be able to			Interpersonal	
	the effectiveness	develop			Strategies for	
	of written and oral	communication			Career	
	communication	and negotiation			Success.	
		skills to address			Taylor &	
		questions about			-	
		salary, benefits,			Francis.	
		and job				
		responsibilities				
		during the job				
		interview.				
		4.To be able to				
		understand the				
		importance of				
		nonverbal				
		communication				
		during virtual job				
		interviews,				
		including eye				
		contact, body				
		language, and				
		tone of voice.				
		_				
		5.To be able to use				
		reflective practice				
		to analyze and				
		evaluate the				
		outcomes of the				
		job interview,				
		identifying				
		strengths and				
		areas for				
		improvement in				
		their own				
		performance				
		6.To be able to use				
		reflective practice				
		to analyza and				
		to analyze and				
		evaluate the				
		outcomes of the				
		job interview,				
		identifying				
		strengths and				
		areas for				
		improvement in				
		their own				
		performance				

	т.		1				
9	 Being able to 	 To be able to 	Kriteria:	Project		Materi:	7%
	understand the	identify the	Product	based		Company	
	purpose and	essential	assessment	3 X 50		profile	
	importance of	components of a				1	
			Bentuk Penilaian :			Pustaka: 1.	
	personal and	company profile,	Penilaian Hasil			Chan, M.	
	professional	including history,	Project / Penilaian			(2020). English	
	business profiles	mission, values,	,			for Business	
	and documents in	products/services,	Produk				
	various contexts	and competitive				Communication	
	2.Being able to	advantage.				(1st ed.).	
	ū	2.To be able to				Routledge.	
	identify the key					riouticage.	
	components of a	research and					
	well-written	analyze the				Materi:	
	personal and	organization to				Company	
	professional	gather relevant				profile	
	business profile	information for the				Pustaka: 2.	
	3.Being able to						
		company profile.				Chesebro, J. L.	
	organize and	media campaigns				(2014).	
	structure written	To be able to				Professional	
	communication for	develop a clear					
	maximum impact	and concise draft				Communication	
	and readability,	of the company				at Work:	
						Interpersonal	
1	including business	profile that				I	
1	documents, social	effectively				Strategies for	
	media posts, and	communicates				Career	
	presentations	the organization's				Success.	
	4.Being able to	message and				Taylor &	
	apply different	personality.				-	
	formatting and	4.To be able to use				Francis.	
1							
	design elements	appropriate					
	to enhance the	language and					
	visual appeal and	tone to convey					
	readability of your	the organization's					
	personal and	brand image and					
	professional	values in the					
	'						
	business profiles	company profile.					
	and documents.	To be able to					
	Being able to	revise the					
	actively listen and	company profile					
	respond to	based on					
	feedback and	feedback from					
		stakeholders to					
	questions in a						
	professional and	ensure it meets					
	respectful manner	the					
	Being able to use	communication					
	appropriate	objectives.					
	language and tone	6.To be able to edit					
	to convey	and proofread the					
	messages clearly,	company profile					
	9						
	professionally,	for grammar,					
	and respectfully	spelling, and					
	7.Being able to	formatting errors.					
	develop effective	7.To be able to					
	proofreading and	present the					
	editing skills to	company profile					
	ensure that your	to stakeholders					
	personal and	using various					
	professional	communication					
	business profiles	channels, such as					
	and documents	the organization's					
	are error-free and	website, social					
	professionally	media, and					
	polished	marketing					
	8.Being be able to	materials.					
	apply the						
	principles of						
1	effective business						
	communication in						
	using new						
	technology and						
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	understand the	identify the	Product	based		Company	
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	business profiles	mission, values,	,			for Business	
	and documents in	products/services,	Produk				
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	3.Being able to	company profile.				Chesebro, J. L.	
	organize and	media campaigns				(2014).	
	structure written	To be able to				'	
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	6.Being able to use	communication					
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1. Being able to understand the purpose and importance of personal and professional business profiles and documents ir various contexts 2. Being able to organize and structure written communication for maximum impact and readability, including busines documents, social media posts, and presentations 3. Being able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents. 4. Being able to actively listen and respond to feedback and questions in a professional and respectful manne 5. Being able to use appropriate language and ton to convey messages clearly professionally, and respectfully 6. Being able to develop effective speaking and presentation skills including planning and organizing presentations, using visual aids, and handling questions and feedback 7. Being able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and documents are error -free and professional business profiles and do	social media in supporting public relations goals. 2. To be able to identify the key elements of a successful social media strategy. 3. To be able to analyze trends in social media usage and their impact on public relations 4. To be able to create a social media plan that supports the organization's public relations goals.	Kriteria: Product assessment Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk Kriteria: Product	Project based 3 x 50	Materi: Public Relation and Social Media Pustaka: 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge. Materi: Public Relation and Social Media Pustaka: 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.	5%
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structure written	voice projection,		Materi:
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media posts, and	compose		(2020). English
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7.Being able to			
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8.Being able to			
develop effective			
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9.Being be able to			
apply the			
principles of			
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	importance of	presentation	Bentuk Penilaian :			Pustaka: 1.	
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	social media,						
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	media strategy,						
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Being able to apply reflective practice to enhance their communication skills and strategies in various business contexts 1. Develop the ability to reflect or past communication experiences and identify areas for improvement 2. Use feedback to identify areas for improvement and adjust communication strategies accordingly. 3. To be able to create a plan for ongoing reflective practice that includes setting goals, monitoring progress, and adjusting strategies as needed.	Kriteria: Written Bentuk Penilaian : Tes	Reflective practice 3 x 50		Materi: Wrap up reflective Pustaka: 1. journals	5%
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Rekap Persentase Evaluasi: Project Based Learning

No	Evaluasi	Persentase						
1.	Aktifitas Partisipasif	7.5%						
2.	Penilaian Hasil Project / Penilaian Produk	57.5%						
3.	Praktik / Unjuk Kerja	30%						
4.	Tes	5%						
		100%						

Catatan

- Capaian Pembelajaran Lulusan Prodi (CPL Prodi) adalah kemampuan yang dimiliki oleh setiap lulusan prodi yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan ketrampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
- CPL yang dibebankan pada mata kuliah adalah beberapa capaian pembelajaran lulusan program studi (CPL-Prodi) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, ketrampulan umum, ketrampilan khusus dan pengetahuan.
- CP Mata kuliah (CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
- 4. Sub-CPMK Mata kuliah (Sub-CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.
- Indikator penilaian kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
- 6. Kreteria Penilaian adalah patokan yang digunakan sebagai ukuran atau tolok ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kreteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kreteria dapat berupa kuantitatif ataupun kualitatif.
- 7. Bentuk penilaian: tes dan non-tes.
- 8. Bentuk pembelajaran: Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian Kepada Masyarakat dan/atau bentuk pembelajaran lain yang setara.
- Metode Pembelajaran: Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, dan metode lainnya yg setara.
- Materi Pembelajaran adalah rincian atau uraian dari bahan kajian yg dapat disajikan dalam bentuk beberapa pokok dan subpokok bahasan.
- Bobot penilaian adalah prosentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tsb., dan totalnya 100%.
- 12. TM=Tatap Muka, PT=Penugasan terstruktur, BM=Belajar mandiri.

Koordinator Program Studi S1 Pendidikan Seni Drama, Tari Dan Musik

UPM Program Studi S1 Pendidikan Seni Drama, Tari Dan Musik





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