



Universitas Negeri Surabaya Fakultas Bahasa dan Seni Program Studi S1 Sastra Inggris

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MATA KULIAH (MK)		KODE				F	Rump	un M	K	ВС	ОВС	OT (sl	(S)	;	SEME	STER	Tgl Per	nyusunan
English for Busi	ness Communica	ition	792020430	01					Kuliah ım Stı	Piliha udi	ın T =	:3	P=0	ECTS=	4.77		6	24 Sep 202	otember 22
OTORISASI			Pengemb	ang R	PS					Ko	ordina	itor	RMK			Koord	inator	Progra	am Studi
			Silvy Cinth	ia Ade	elia, N	И.А.					a Purv d., M.			artanti,		Dr. Al	i Musto	ofa, S.S	S., M.Pd.
Model Pembelajaran	Project Based Le	earning]							ı					1				
Capaian	CPL-PRODI yar	g dibe	ebankan pa	ada M	IK														
Pembelajaran (CP)	CPL-2		njukkan kara ausahaan	kter ta	anggu	ıh, ko	labora	atif, a	daptif,	, inova	atif, ink	lusi	f, bel	ajar sepa	anjang	hayat	, dan b	erjiwa	
	CPL-4	Menge	embangkan	diri se	cara	berke	lanjut	an da	ın ber	kolabo	orasi.								
	CPL-5		u mengaplik lena bahasa	asika	n kon	sep d	lan te	ori Lir	nguisti	k das	ar dala	am I	Bahas	sa Inggri	s untu	k mere	spons	beraga	am
	CPL-11	Mamp kemar	u mendemo mpuan Baha	nstras sa Ing	ikan Igris y	kema yang s	mpua setara	n ber denç	bahas gan m	sa Ing iinima	gris, ya I CEFF	ang R le	ditun vel B2	jukkan c	dengar	n penca	apaian	skor te	es
	Capaian Pembe	lajara	n Mata Kul	iah (0	CPMI	()													
	CPMK - 1		able to prod								•								
	CPMK - 2	Being orally.	able to appl	y the	princ	iples	of ap	propri	ate la	angua	ge and	d ef	fectiv	e busine	ess coi	mmuni	cation	both w	ritten and
	CPMK - 3		able to shorement.	w pro	blem	solvii	ng, et	hical	decis	ion m	aking,	or	risk t	aking in	thoug	ıht, exp	oressio	n, or i	ntellectual
	Matrik CPL - CF	MK																	
			СРМК		CP	L-2		C	PL-4		(CPL	5		CPL-1	11]		
			CPMK-1		•	/			1			•			•				
			CPMK-2		•	/			1			•			1				
			CPMK-3		•	′			•			/			1				
	Matrik CPMK pa	ada Ke	emampuan	akhii	r tiap	taha	apan	belaj	ar (S	ub-C	PMK)								
			CPMK								Mir	nggi	u Ke						
		O.D.	MK-1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
			MK-2																
		GP	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 fu) (Rediu I comp eer adv nting the nts, cou in busi	uced Inequal losing emails vancement. hemselves a mpany profil	ities), s. The Throu and the e pres	and 1 e curr gh in neir io senta	17 (Pa ricului teract deas. tions,	artner m exp ive ac Asse and s	ships plores ctivitie ssme simula). Studen persons such that the person such that th	dents onal t ch as cuses ress r	hone voranding role-poor on poor poor on poor	writt ng, layii ract es. l	en ar publing, di ical a By the	nd oral a c relatio scussion application e end of	bilities n prac ns, and on, wit the co	in crate tices, d prese th proj	iting re and re entation ects of studen	sumes spons ns, stud rganize ts will	, excelling ible social dents gain ed around possess a
Pustaka	Utama :																		

- 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge.
 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.

Pendukung :

- 1. journals
 2. newspaper/magazines articles
 3. video

Dosen Pengampu

Lina Purwaning Hartanti, S.Pd., M.EIL. Silvy Cinthia Adelia, S.S., M.A.

Mg Ke-	Kemampuan akhir tiap tahapan belajar	Penila	ian	Metod Penug	uk Pembelajaran, de Pembelajaran, gasan Mahasiswa, stimasi Waktu]	Materi Pembelajaran [Pustaka]	Bobot Penilaian
	(Sub-CPMK)	Indikator	Kriteria & Bentuk	Luring (offline)	Daring (online)	[Fusiaka]	(%)
(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 for job application	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	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	Being able to understand the purpose and	1.To be able to develop a comprehensive	Kriteria: Written	Lecturing, small group		Materi: Job application kit (personal	6%

- 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 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

- 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
- 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 utilize strategies for managing and organizing their job search, including keeping

Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja discussion, individual project assignment 3 X 50 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 Strategies for Career Success. Taylor &

Francis.

communication in using new technology and social media, developing social 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				
4 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	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	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 Strategies for Career Success. Taylor & Francis.	6%

	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	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				
	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	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 growth				
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,	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	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,	6%

- 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

- 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.
- 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

and cover letter)

Pustaka: 2.
Chesebro, J. L.
(2014).
Professional
Communication
at Work:
Interpersonal
Strategies for
Career
Success.
Taylor &
Francis.

	reflect on their own learning and development throughout the course, identifying areas for improvement and setting goals for ongoing personal and professional growth				
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 professional and professional and respond to feedback and questions in a professional and respond to feedback and questions in a professional wall personal and professional pusiness profiles and documents. 6. Being able to actively listen and respond to feedback and questions in a professional pusiness profiles and respond to feedback and questions in a professional and persportiulty and respectfully 8. 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 and learn how to use it to enhance the effectiveness of written and oral communication and learn how to use it to enhance the effectiveness of written and oral communication and learn how to use it to enhance the effectiveness of written and oral communication and learn how to use it to enhance the effectiveness of written and oral communication and learn how to use it to enhance the effectiveness of written and oral communication and learn how to use it to enhance the effectiveness of wri	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 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 incomplete in the interest in the job, relevant qualifications, and value they can bring to the organization.	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 profile, portfolio, cv, and cover letter) Pustaka: 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.	7%

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proofreading and	tailoring their job					
editing skills to	application					
ensure that your	materials to the					
personal and	specific job and					
professional	company they are					
business profiles	applying to, and					
and documents	be able to do so					
are error-free and	effectively.					
professionally	8.To be able to					
polished	utilize strategies					
10.Being be able to	for managing and					
apply the	organizing their					
principles of	job search,					
effective business	including keeping					
communication in	track of					
using new	applications,					
technology and	following up with					
social media,	potential					
developing social	employers, and					
media strategy,	managing job					
and/or managing	offers and					
reputation	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					
	growth					
	growur					

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		Ī		
	I	•				
		their own				

3	1 Roing able to	1 To be able to	Kriteria:	Lecturing	Materi: Job	8%
•	1.Being able to	1.To be able to	Spoken	Lecturing,	Interviews	0%
	actively listen and	understand the	Spoken	small		
	respond to	importance of first	Bentuk Penilaian :	group	Pustaka: 1.	
	feedback and	impressions and		discussion,	Chan, M.	
	questions in a	body language	Praktik / Unjuk	interview	(2020). English	
	professional and	during the job	Kerja	practice	for Business	
	respectful manner	interview, and		3 X 50	Communication	
	2.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,				
	importance of	demonstrating			(2014).	
	nonverbal	•			Professional	
		professionalism,			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			Francis.	
		salary, benefits,			i iancis.	
		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.				
		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]		
		their own		1		
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	4	4	14 11	L		70/
9	1.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	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.).	
	identify the key	2.To be able to			Routledge.	
					riounougo.	
	components of a	research and			B4 - 1!	
	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			Communication	
	maximum impact	and concise draft				
	and readability,	of the company			at Work:	
	including business	profile that		I	Interpersonal	
	documents, social	effectively		1	Strategies for	
1		,		I	_	
	media posts, and	communicates		1	Career	
	presentations	the organization's		I	Success.	
	4.Being able to	message and		I	Taylor &	
	apply different	personality.		I	Francis.	
	formatting and	4.To be able to use		I	i iaiicis.	
	design elements	appropriate		1		
	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.	5.To be able to				
	5.Being able to	revise the				
	_					
	actively listen and	company profile				
	respond to	based on				
	feedback and	feedback from				
	questions in a	stakeholders to				
	professional and	ensure it meets				
	respectful manner	the				
	6.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				
	professionally,	for grammar,				
	and respectfully	spelling, and		1		
	7.Being able to	formatting errors.		I		
	develop effective	7.To be able to		1		
	proofreading and	present the		1		
	editing skills to	company profile		1		
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11	1.Being able to	1.To be able to	Kriteria:	Project		Materi: Public	7%
1	understand the	understand the	Product	based		Relation and	
1	purpose and	role of public	assessment	3 x 50		Social Media	
	importance of	relations in	Described Described and			Pustaka: 1.	
	personal and	business	Bentuk Penilaian :			Chan, M.	
	professional	communication	Penilaian Hasil			(2020). English	
	business profiles	and the	Project / Penilaian				
	and documents in	importance of	Produk			for Business	
	various contexts	social media in				Communication	
	2.Being able to	supporting public				(1st ed.).	
	organize and	relations goals.				Routledge.	
	_	_				r.ca.cago.	
	structure written	2.To be able to				Materi: Public	
	communication for	identify the key					
	maximum impact	elements of a				Relation and	
	and readability,	successful social				Social Media	
	including business	media strategy.				Pustaka: 2.	
	documents, social	To be able to				Chesebro, J. L.	
	media posts, and	analyze trends in				(2014).	
	presentations	social media				Professional	
	3.Being able to	usage and their					
	apply different	impact on public				Communication	
	formatting and	relations				at Work:	
	design elements	4.To be able to				Interpersonal	
1	to enhance the	create a social				Strategies for	
1	visual appeal and	media plan that				Career	
1	readability of your	supports the				Success.	
1	personal and	organization's	1				
	professional	public relations				Taylor &	
	business profiles	goals.				Francis.	
	and documents.	guais.	1				
1	4.Being able to		1				
	actively listen and						
	respond to						
	feedback and						
	questions in a						
	professional and						
	_ respectful manner						
	Being able to use						
	appropriate						
	language and tone						
	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						
1	questions and						
	feedback						
	7.Being able to						
	develop effective		1				
	proofreading and						
	editing skills to		1				
	ensure that your						
	personal and		1				
	professional						
1	business profiles		1				
	and documents						
	are error -free and		1				
	professionally						
	polished						
	8.Being be able to						
	apply the						
	principles of						
	effective business		1				
	communication in						
	using new						
	technology and						
	social media,		1				
	developing social						
	media strategy.		1				
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1. Being able to understand the purpose and importance of personal and professional business proficial and structure writt communicatic maximum imparts and readability including business proficial and readability including business proficial and posts, presentations and readability of personal and professional business proficial and professional business proficial and professional business proficial and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional arespectful ma and professional and presentations including plar and organizin presentations and feedback and presentations and	in importance of 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	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.	8%
1.Being able to understand the purpose and importance of personal and professional business prof	1.To be able to develop an effective presentation strategy, including planning, preparation, and delivery.	Kriteria: Product assessment Bentuk Penilaian: Penilaian Hasil Project / Penilaian Produk	Project based 3 x 50	Materi: Business Presentations Pustaka: 1. Chan, M. (2020). English for Business	5%

	and documents in various contexts	2.To be able to use effective			Communication (1st ed.).	
	2.Being able to organize and structure written	presentation skills, such as voice projection,			Routledge. Materi:	
	communication for maximum impact	eye contact, and body language, to			Business Presentations	
	and readability, including business	engage the audience.			Pustaka: 1. Chan, M.	
	documents, social media posts, and	3.To be able to compose			(2020). English	
	presentations 3.Being able to	engaging presentation			for Business Communication	
	apply different formatting and	content, including			(1st ed.).	
	design elements	visual aids, to support the			Routledge.	
	to enhance the visual appeal and	presentation objectives.				
	readability of your personal and	4.To be able to adapt				
	professional business profiles	presentation style and content to				
	and documents.	suit different				
	4.Being able to actively listen and	audiences and contexts.				
	respond to feedback and	5.To be able to use appropriate				
	questions in a professional and	technology and tools to enhance				
	respectful manner	the presentation				
	5.Being able to use appropriate					
	language and tone 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					
	recognize the					
	importance of nonverbal					
	communication and learn how to					
	use it to enhance the effectiveness					
	of written and oral communication					
	8.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					
	9.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					
14	reputation 1.Being able to	1.To be able to	Kriteria: Product	Project	Materi:	5%
	understand the purpose and	develop an effective	assessment	based 3 x 50	Business Presentations	
	importance of personal and	presentation strategy, including	Bentuk Penilaian :		Pustaka: 1. Chan, M.	
	professional business profiles	planning, preparation, and	Penilaian Hasil Project / Penilaian		(2020). English	
		delivery.	Produk		for Business	

social media, developing social		and documents in various contexts 2.Being able to organize and structure written communication for maximum impact and readability, including business 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 manner 5.Being able to use appropriate language and tone 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 recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication 8.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 document	2.To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience. 3.To be able to compose engaging presentation content, including visual aids, to support the presentation objectives. 4.To be able to adapt presentation style and content to suit different audiences and contexts. 5.To be able to use appropriate technology and tools to enhance the presentation			Communication (1st ed.). Routledge. Materi: Business Presentations Pustaka: 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge.	
media strategy, and/or managing reputation 15 1.Being able to understand the purpose and importance of presentation 15 1.Being able to develop an effective importance of presentation Bentuk Penilaian: Kriteria: Project based Business Presentations Pustaka: 1.	15	apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation 1. Being able to understand the purpose and	develop an effective	Product assessment	based	Business Presentations	5%

preparation, and delivery.				Communication (1st ed.).	
				Routledge.	
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presentation				Materi:	
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	delivery. 2.To be able to use effective presentation skills, such as	delivery. 2. To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience. 3. To be able to compose engaging presentation content, including visual aids, to support the presentation objectives. 4. To be able to adapt presentation style and content to suit different audiences and contexts. 5. To be able to use appropriate technology and tools to enhance	delivery. 2. To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience. 3. To be able to compose engaging presentation content, including visual aids, to support the presentation objectives. 4. To be able to adapt presentation style and content to suit different audiences and contexts. 5. To be able to use appropriate technology and tools to enhance	delivery. 2. To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience. 3. To be able to compose engaging presentation content, including visual aids, to support the presentation objectives. 4. To be able to adapt presentation style and content to suit different audiences and contexts. 5. To be able to use appropriate technology and tools to enhance	delivery. 2. To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience. 3. To be able to compose engaging presentation content, including visual aids, to support the presentation objectives. 4. To be able to adapt presentation style and content to suit different audiences and contexts. 5. To be able to use appropriate technology and tools to enhance

16	Being able to apply reflective practice to enhance their communication skills and strategies in various business contexts	1.Develop the ability to reflect on 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

- 1. 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.
- 11. **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.

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Koordinator Program Studi S1 Sastra Inggris



UPM Program Studi S1 Sastra Inggris



NIDN

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