



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

Kode Dokumen

RENCANA PEMBELAJARAN SEMESTER

MATA KULIAH (MK)		KODE		Rumpun MK		BOBOT (sks)			SEMESTER		Tgl Penyusunan							
English for Business Communication		7920204301		Mata Kuliah Pilihan Program Studi		T=3	P=0	ECTS=4.77		6	24 September 2022							
OTORISASI		Pengembang RPS				Koordinator RMK				Koordinator Program Studi								
		Silvy Cinthia Adelia, M.A.				Lina Purwaning Hartanti, S.Pd., M.EIL.				ALI MUSTOFA								
Model Pembelajaran	Project Based Learning																	
Capaian Pembelajaran (CP)	CPL-PRODI yang dibebankan pada MK																	
	CPL-2	Menunjukkan karakter tangguh, kolaboratif, adaptif, inovatif, inklusif, belajar sepanjang hayat, dan berjiwa kewirausahaan																
	CPL-4	Mengembangkan diri secara berkelanjutan dan berkolaborasi.																
	CPL-5	Mampu mengaplikasikan konsep dan teori Linguistik dasar dalam Bahasa Inggris untuk merespons beragam fenomena bahasa																
	CPL-11	Mampu mendemonstrasikan kemampuan berbahasa Inggris, yang ditunjukkan dengan pencapaian skor tes kemampuan Bahasa Inggris yang setara dengan minimal CEFR level B2																
	Capaian Pembelajaran Mata Kuliah (CPMK)																	
	CPMK - 1	Being able to produce personal and professional business profile and documents.																
	CPMK - 2	Being able to apply the principles of appropriate language and effective business communication both written and orally.																
	CPMK - 3	Being able to show problem solving, ethical decision making, or risk taking in thought, expression, or intellectual engagement.																
	Matrik CPL - CPMK																	
		CPMK	CPL-2	CPL-4	CPL-5	CPL-11												
		CPMK-1	✓	✓	✓	✓												
		CPMK-2	✓	✓	✓	✓												
		CPMK-3	✓	✓	✓	✓												
		Matrik CPMK pada Kemampuan akhir tiap tahapan belajar (Sub-CPMK)																
			CPMK	Minggu Ke														
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
			CPMK-1															
			CPMK-2															
			CPMK-3															
Deskripsi Singkat MK	This course aims to empower students with communication skills for a successful career, aligned with SDGs 4 (Quality Education), 8 (Decent Work), 10 (Reduced Inequalities), and 17 (Partnerships). Students hone written and oral abilities in crafting resumes, excelling in interviews, and composing emails. The curriculum explores personal branding, public relation practices, and responsible social media use for career advancement. Through interactive activities, such as role-playing, discussions, and presentations, students gain confidence presenting themselves and their ideas. Assessment focuses on practical application, with projects organized around business documents, company profile presentations, and simulated press releases. By the end of the course, students will possess a strong foundation in business communication, and will be ready to navigate the professional world and contribute to a more inclusive and sustainable future.																	
Pustaka	Utama :																	

		1. 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge. 2. 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.					
Pendukung :							
1. 1. journals 2. 2. newspaper/magazines articles 3. 3. video							
Dosen Pengampu		Dr. Dian Rivia Himmawati, S.S., M.Hum. Lina Purwaning Hartanti, S.Pd., M.EIL. Silvy Cinthia Adelia, S.S., M.A.					
Mg Ke-	Kemampuan akhir tiap tahapan belajar (Sub-CPMK)	Penilaian		Bantuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [Estimasi Waktu]		Materi Pembelajaran [Pustaka]	Bobot Penilaian (%)
		Indikator	Kriteria & Bentuk	Luring (offline)	Daring (online)		
(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 Partisipatif, 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 Partisipatif	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	1.To be able to develop a	Kriteria: Written	Lecturing, small		Materi: Job application kit	6%

<p>purpose and importance of personal and professional business profiles and documents in various contexts</p> <p>2. Being able to identify the key components of a well-written personal and professional business profile</p> <p>3. Being able to prepare an effective personal and professional business profile that showcases your skills, experience, and achievements</p> <p>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</p> <p>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.</p> <p>6. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>7. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>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</p> <p>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</p> <p>10. Being able to apply the principles of</p>	<p>comprehensive job application kit that includes a professional LinkedIn profile, portfolio, CV, and cover letter.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>6. To be able to use appropriate language and tone in all elements of their job application kit, demonstrating professionalism and attention to detail.</p> <p>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.</p> <p>8. To be able to utilize strategies for managing and organizing their job search,</p>	<p>Bentuk Penilaian :</p> <p>Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja</p>	<p>group discussion, individual project assignment</p> <p>3 X 50</p>	<p>(personal professional profile, portfolio, cv, and cover letter)</p> <p>Pustaka: 1. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i></p> <p>Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter)</p> <p>Pustaka: 2. <i>Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.</i></p>
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	effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation	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				
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	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	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. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i> Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter) Pustaka: 2. <i>Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.</i>	6%

	<p>professional and respectful manner</p> <p>7.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>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</p> <p>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</p> <p>10.Being able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>	<p>that effectively communicates their interest in the job, relevant qualifications, and value they can bring to the organization.</p> <p>6.To be able to use appropriate language and tone in all elements of their job application kit, demonstrating professionalism and attention to detail.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p>				
5	<p>1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts</p> <p>2.Being able to identify the key components of a well -written personal and professional business profile</p> <p>3.Being able to prepare an effective personal and professional business profile that showcases</p>	<p>1.To be able to develop a comprehensive job application kit that includes a professional LinkedIn profile, portfolio, CV, and cover letter.</p> <p>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.</p> <p>3.To be able to</p>	<p>Kriteria: Written</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja</p>	<p>Lecturing, small group discussion, individual project assignment 3 X 50</p>	<p>Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter)</p> <p>Pustaka: 1. Chan, M. (2020). <i>English for Business Communication</i> (1st ed.). Routledge.</p> <p>Materi: Job application kit (personal professional profile,</p>	6%

<p>your skills, experience, and achievements</p> <p>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</p> <p>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.</p> <p>6. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>7. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>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</p> <p>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</p> <p>10. Being able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>6. To be able to use appropriate language and tone in all elements of their job application kit, demonstrating professionalism and attention to detail.</p> <p>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.</p> <p>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.</p> <p>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.</p>		<p>portfolio, cv, and cover letter)</p> <p>Pustaka: 2. Chesebro, J. L. (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>. Taylor & Francis.</p>	

		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				
6	<p>1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts</p> <p>2.Being able to identify the key components of a well -written personal and professional business profile</p> <p>3.Being able to prepare an effective personal and professional business profile that showcases your skills, experience, and achievements</p> <p>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</p> <p>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.</p> <p>6.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>7.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>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</p> <p>9.Being able to develop effective</p>	<p>1.10.To be able to develop a comprehensive job application kit that includes a professional LinkedIn profile, portfolio, CV, and cover letter.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>6.To be able to use appropriate language and tone in all elements of their job application kit, demonstrating professionalism and attention to detail.</p> <p>7.To be able to understand the importance of</p>	<p>Kriteria: Written</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk, Praktik / Unjuk Kerja</p>	Lecturing, small group discussion, individual project assignment 3 X 50	<p>Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter)</p> <p>Pustaka: 1. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i></p> <p>Materi: Job application kit (personal professional profile, portfolio, cv, and cover letter)</p> <p>Pustaka: 2. <i>Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.</i></p>	7%

	<p>proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>10. Being able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>	<p>tailoring their job application materials to the specific job and company they are applying to, and be able to do so effectively.</p> <p>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.</p> <p>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.</p> <p>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</p>		
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7	<p>1.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>2.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>3.Being able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication</p>	<p>1.To be able to understand the importance of first impressions and body language during the job interview, and develop strategies for projecting a professional and confident image.</p> <p>2.To be able to use appropriate language and tone during the job interview, demonstrating professionalism, active listening, and empathy.</p> <p>3.To be able to develop communication and negotiation skills to address questions about salary, benefits, and job responsibilities during the job interview.</p> <p>4.To be able to understand the importance of nonverbal communication during virtual job interviews, including eye contact, body language, and tone of voice.</p> <p>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</p> <p>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 performance</p>	<p>Kriteria: Spoken</p> <p>Bentuk Penilaian : Praktik / Unjuk Kerja</p>	<p>Lecturing, small group discussion, interview practice 3 X 50</p>		<p>Materi: Job Interviews Pustaka: 1. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i></p> <p>Materi: Job Interviews Pustaka: 2. <i>Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.</i></p>	7%
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8	<p>1.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>2.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>3.Being able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication</p>	<p>1.To be able to understand the importance of first impressions and body language during the job interview, and develop strategies for projecting a professional and confident image.</p> <p>2.To be able to use appropriate language and tone during the job interview, demonstrating professionalism, active listening, and empathy.</p> <p>3.To be able to develop communication and negotiation skills to address questions about salary, benefits, and job responsibilities during the job interview.</p> <p>4.To be able to understand the importance of nonverbal communication during virtual job interviews, including eye contact, body language, and tone of voice.</p> <p>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</p> <p>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 performance</p>	<p>Kriteria: Spoken</p> <p>Bentuk Penilaian : Praktik / Unjuk Kerja</p>	<p>Lecturing, small group discussion, interview practice 3 X 50</p>		<p>Materi: Job Interviews Pustaka: 1. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i></p> <p>Materi: Job Interviews Pustaka: 2. <i>Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.</i></p>	8%
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9	<p>1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts</p> <p>2.Being able to identify the key components of a well-written personal and professional business profile</p> <p>3.Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>4.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.</p> <p>5.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>6.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>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 professionally polished</p> <p>8.Being able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>	<p>1.To be able to identify the essential components of a company profile, including history, mission, values, products/services, and competitive advantage.</p> <p>2.To be able to research and analyze the organization to gather relevant information for the company profile. media campaigns</p> <p>3.To be able to develop a clear and concise draft of the company profile that effectively communicates the organization's message and personality.</p> <p>4.To be able to use appropriate language and tone to convey the organization's brand image and values in the company profile.</p> <p>5.To be able to revise the company profile based on feedback from stakeholders to ensure it meets the communication objectives.</p> <p>6.To be able to edit and proofread the company profile for grammar, spelling, and formatting errors.</p> <p>7.To be able to present the company profile to stakeholders using various communication channels, such as the organization's website, social media, and marketing materials.</p>	<p>Kriteria: Product assessment</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk</p>	Project based 3 X 50		<p>Materi: Company profile</p> <p>Pustaka: 1. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i></p> <p>Materi: Company profile</p> <p>Pustaka: 2. <i>Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.</i></p>	7%
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10	<p>1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts</p> <p>2.Being able to identify the key components of a well-written personal and professional business profile</p> <p>3.Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>4.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.</p> <p>5.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>6.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>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 professionally polished</p> <p>8.Being able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>	<p>1.To be able to identify the essential components of a company profile, including history, mission, values, products/services, and competitive advantage.</p> <p>2.To be able to research and analyze the organization to gather relevant information for the company profile. media campaigns</p> <p>3.To be able to develop a clear and concise draft of the company profile that effectively communicates the organization's message and personality.</p> <p>4.To be able to use appropriate language and tone to convey the organization's brand image and values in the company profile.</p> <p>5.To be able to revise the company profile based on feedback from stakeholders to ensure it meets the communication objectives.</p> <p>6.To be able to edit and proofread the company profile for grammar, spelling, and formatting errors.</p> <p>7.To be able to present the company profile to stakeholders using various communication channels, such as the organization's website, social media, and marketing materials.</p>	<p>Kriteria: Product assessment</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk</p>	Project based 3 X 50		<p>Materi: Company profile</p> <p>Pustaka: 1. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i></p> <p>Materi: Company profile</p> <p>Pustaka: 2. <i>Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.</i></p>	8%
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11	<p>1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts</p> <p>2.Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>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.</p> <p>4.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6.Being able to develop effective speaking and presentation skills, including planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>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 professionally polished</p> <p>8.Being able to apply the principles of effective business communication in using new technology and social media, developing social media strategy. and/or managing reputation.</p>	<p>1.To be able to understand the role of public relations in business communication and the importance of social media in supporting public relations goals.</p> <p>2.To be able to identify the key elements of a successful social media strategy.</p> <p>3.To be able to analyze trends in social media usage and their impact on public relations</p> <p>4.To be able to create a social media plan that supports the organization's public relations goals.</p>	<p>Kriteria: Product assessment</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk</p>	Project based 3 x 50			<p>Materi: Public Relation and Social Media</p> <p>Pustaka: 1. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i></p> <p>Materi: Public Relation and Social Media</p> <p>Pustaka: 2. <i>Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis.</i></p>	7%
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12	<p>1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts</p> <p>2.Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>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.</p> <p>4.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6.Being able to develop effective speaking and presentation skills, including planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>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 professionally polished</p> <p>8.Being able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation.</p>	<p>1.To be able to understand the role of public relations in business communication and the importance of social media in supporting public relations goals.</p> <p>2.To be able to identify the key elements of a successful social media strategy.</p> <p>3.To be able to analyze trends in social media usage and their impact on public relations</p> <p>4.To be able to create a social media plan that supports the organization's public relations goals.</p>	<p>Kriteria: Product assessment</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk</p>	Project based 3 x 50		<p>Materi: Public Relation and Social Media</p> <p>Pustaka: 1. Chan, M. (2020). <i>English for Business Communication</i> (1st ed.). Routledge.</p> <p>Materi: Public Relation and Social Media</p> <p>Pustaka: 2. Chesebro, J. L. (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>. Taylor & Francis.</p>	8%
13	<p>1.Being able to understand the purpose and importance of personal and professional business profiles and documents in various contexts</p>	<p>1.To be able to develop an effective presentation strategy, including planning, preparation, and delivery.</p> <p>2.To be able to use</p>	<p>Kriteria: Product assessment</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk</p>	Project based 3 x 50		<p>Materi: Business Presentations</p> <p>Pustaka: 1. Chan, M. (2020). <i>English for Business Communication</i></p>	5%

	<p>2. Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>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.</p> <p>4. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6. Being able to develop effective speaking and presentation skills, including planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>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</p> <p>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</p> <p>9. Being able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>	<p>effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience.</p> <p>3. To be able to compose engaging presentation content, including visual aids, to support the presentation objectives.</p> <p>4. To be able to adapt presentation style and content to suit different audiences and contexts.</p> <p>5. To be able to use appropriate technology and tools to enhance the presentation</p>			<p>(1st ed.). Routledge.</p> <p>Materi: Business Presentations</p> <p>Pustaka: 1. Chan, M. (2020). <i>English for Business Communication</i> (1st ed.). Routledge.</p>	
14	<p>1. Being able to understand the purpose and importance of personal and professional business profiles</p>	<p>1. To be able to develop an effective presentation strategy, including planning, preparation, and delivery.</p>	<p>Kriteria: Product assessment</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk</p>	<p>Project based 3 x 50</p>		<p>Materi: Business Presentations</p> <p>Pustaka: 1. Chan, M. (2020). <i>English for Business</i></p>

	<p>and documents in various contexts</p> <p>2.Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>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.</p> <p>4.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6.Being able to develop effective speaking and presentation skills, including planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>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</p> <p>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</p> <p>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 reputation</p>	<p>2.To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience.</p> <p>3.To be able to compose engaging presentation content, including visual aids, to support the presentation objectives.</p> <p>4.To be able to adapt presentation style and content to suit different audiences and contexts.</p> <p>5.To be able to use appropriate technology and tools to enhance the presentation</p>			<p><i>Communication (1st ed.). Routledge.</i></p> <p>Materi: Business Presentations</p> <p>Pustaka: 1. <i>Chan, M. (2020). English for Business Communication (1st ed.). Routledge.</i></p>	
15	1.Being able to understand the purpose and importance of personal and professional business profiles	1.To be able to develop an effective presentation strategy, including planning,	<p>Kriteria: Product assessment</p> <p>Bentuk Penilaian : Penilaian Hasil Project / Penilaian Produk</p>	Project based 3 x 50	<p>Materi: Business Presentations</p> <p>Pustaka: 1. <i>Chan, M. (2020). English for Business</i></p>	5%

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16	Being able to apply reflective practice to enhance their communication skills and strategies in various business contexts	<p>1. Develop the ability to reflect on past communication experiences and identify areas for improvement</p> <p>2. Use feedback to identify areas for improvement and adjust communication strategies accordingly.</p> <p>3. To be able to create a plan for ongoing reflective practice that includes setting goals, monitoring progress, and adjusting strategies as needed.</p>	<p>Kriteria: Written</p> <p>Bentuk Penilaian : Tes</p>	Reflective practice 3 x 50		<p>Materi: Wrap up reflective</p> <p>Pustaka: 1. journals</p>	5%
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Rekap Persentase Evaluasi : Project Based Learning

No	Evaluasi	Percentase
1.	Aktifitas Partisipatif	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, ketrampilan 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.
- 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.
- Kriteria Penilaian** adalah patokan yang digunakan sebagai ukuran atau tolok ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kriteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kriteria dapat berupa kuantitatif ataupun kualitatif.
- Bentuk penilaian:** tes dan non-tes.
- 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 sub-pokok bahasan.
- Bobot penilaian** adalah prosentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposisional dengan tingkat kesulitan pencapaian sub-CPMK tsb., dan totalnya 100%.
- TM=Tatap Muka, PT=Penugasan terstruktur, BM=Belajar mandiri.

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ALI MUSTOFA
NIDN 0014067509



NIDN



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