

		Universitas Negeri Surabaya Faculty of Economics and Business Bachelor of Accounting Education Study Program					Document Code																																										
SEMESTER LEARNING PLAN																																																	
Courses		CODE	Course Family		Credit Weight		SEMESTER	Compilation Date																																									
Business English		8720902018			T=2	P=0	ECTS=3.18	3 July 18, 2024																																									
AUTHORIZATION		SP Developer		Course Cluster Coordinator		Study Program Coordinator																																											
			Rochmawati, S.Pd., M.Ak.																																											
Learning model	Case Studies																																																
Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																
	Program Objectives (PO)																																																
	PLO-PO Matrix																																																
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 50px; height: 20px;">P.O</td> </tr> </table>							P.O																																								
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PO Matrix at the end of each learning stage (Sub-PO)																																																	
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2" style="width: 30px; height: 20px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td> <td style="width: 20px;">2</td> <td style="width: 20px;">3</td> <td style="width: 20px;">4</td> <td style="width: 20px;">5</td> <td style="width: 20px;">6</td> <td style="width: 20px;">7</td> <td style="width: 20px;">8</td> <td style="width: 20px;">9</td> <td style="width: 20px;">10</td> <td style="width: 20px;">11</td> <td style="width: 20px;">12</td> <td style="width: 20px;">13</td> <td style="width: 20px;">14</td> <td style="width: 20px;">15</td> <td style="width: 20px;">16</td> </tr> </table>																P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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Short Course Description	This course discusses effective communication in English, both oral and written, according to business topics, including English grammar, sentence structure, and business English vocabulary; business communications, writing formal letters, memos, summaries, and reports; as well as the ability to practice presentations individually and in groups. The learning method applied is contextual learning.																																																
References	Main :																																																
	1. O 19Driscoll, Nina. 2010.MarketLeader 1th edition.Pearson Education Limited 2010. 2. Geffner, Andrea B. 2010.Business English 5th edition. New York: Barron 19s 3. Gillett, Amy. 2011.Speak Better Business English and Make More Money! 1st edition. AnnArbor: Language Success Press. 4. Guffey, Mary E. & Carolyn M. Seefer. 2014.Business English 11th edition. CengageLearning.																																																
	Supporters:																																																
Supporting lecturer	Dr. Suci Rohayati, S.Pd., M.Pd. Dr. Finisica Dwijayati Patrikha, S.Pd., M.Pd. Vivi Pratiwi, S.Pd., M.Pd.																																																
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)																																										
		Indicator	Criteria & Form	Offline (offline)	Online (online)																																												
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																																										

1	INTRODUCTION Marketing Strategy: A Holistic Approach to marketing	1. Able to read, pronounce correctly and interpret articles 2. Able to increase the differentiation of business English words related to marketing strategy 3. Increasing understanding of marketing strategy through English language literature		problem based learning 3 X 50			0%
2	Brands: The Value of Brands	1. Able to read, pronounce correctly and interpret articles 2. Able to increase the understanding of business English words related to Brands3. Increasing understanding of Brands through English language literature		problem based learning 3 X 50			0%
3	Brands: Turning round a brand image	1. Able to read, pronounce correctly and interpret articles 2. Able to increase the understanding of business English words related to Brands3. Increasing understanding of Brands through English language literature		problem based learning 3 X 50			0%
4	Selling Online: Making the most of an online store	1. Able to read, pronounce correctly and interpret articles 2. Able to increase the understanding of business English words related to Brands3. Increasing understanding of Brands through English language literature		problem based learning 3 X 50			0%

5	Advertising: Internet Advertising	1. Able to read, pronounce correctly and interpret articles 2. Able to increase the understanding of business English words related to Brands3. Increasing understanding of Brands through English language literature		problem based learning 3 X 50			0%
6	Expanding Internationally: Targeting overseas communities	1. Able to read, pronounce correctly and interpret articles 2. Able to increase the understanding of business English words related to Brands3. Increasing understanding of Brands through English language literature		problem based learning 3 X 50			0%
7	Satisfied customers: Developing customer relationships	1. Able to read, pronounce correctly and interpret articles 2. Able to increase the understanding of business English words related to Brands3. Increasing understanding of Brands through English language literature		problem based learning 3 X 50			0%
8	MIDTERM EXAM			3 X 50			0%
9	Students are able to understand articles regarding application letters in English; compose a cover letter in English; and completing IELTS questions - listening section to explain map images.	Compose a cover letter in English		problem based learning 3 X 50			0%
10	Students are able to take and answer job interview tests in English.	Take and answer job interview tests in English.		problem based learning 3 X 50			0%
11	Students are able to understand business-themed films; summarize the message contained in the film; and express opinions about the film.	Summarize the messages contained in business-themed films. Express opinions about the film.		problem based learning 3 X 50			0%

12	Students are able to understand and summarize the contents of scientific articles from accredited national journals and complete IELTS questions - writing section - explaining maps (250 words).	Summarizes the contents of scientific articles from accredited national journals.		group discussion 3 X 50			0%
13	Students are able to understand, conclude, present, answer questions and express opinions regarding scientific articles from accredited national journals.	Present answering questions and expressing opinions regarding scientific articles in English in front of classmates.		group discussion 3 X 50			0%
14	Students are able to understand, conclude, present, answer questions and express opinions regarding scientific articles from accredited national journals.	Present answering questions and expressing opinions regarding scientific articles in English in front of classmates.		group discussion 3 X 50			0%
15	Students are able to understand, conclude, present, answer questions and express opinions regarding scientific articles from accredited national journals.	Present answering questions and expressing opinions regarding scientific articles in English in front of classmates.		group discussion 3 X 50			0%
16	UAS			3 X 50			0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.

11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.