						Document Code
	Universitas Negeri Surabaya **Faculty of Social and Legal Sciences** **Communication Science Bachelor Study Program**					

SEMESTER LEARNING PLAN

Courses		CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Corporate Social Responsibility		7020103083		**T=3**	**P=0**	**ECTS=4.77**	3	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
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Learning model	**Project Based Learning**

Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**
	PLO-8 Able to collaborate, develop networks and evaluate performance.
	Program Objectives (PO)
	PLO-PO Matrix

P.O	PLO-8

PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Short Course Description	Examining the substance of company/institution programs that are beneficial for social and the surrounding environment, information systems, internal and external influences of the company, as well as evaluating CSR programs. Learning is carried out for one semester with an exposition-discovery learning strategy, the methods used are lectures, discussions, case studies, simulations, and practice in creating CSR programs. Assessment is carried out through written tests, performance and activity program evaluation.

References	**Main :**
	1. Grunig, JE & Hunt, T. Managing Public Relations. New York: Holt, Rinehart & Winston 2. Iriantara, Yosal.2004. Manajemen Strategis Public Relations. Jakarta: Ghalia 3. Kasali, Rhenald. 1994. Manajemen Public Relations. Jakarta: Pustaka Grafiti 4. Moore, Frazier.2004. Humas: Membangun Citra Dengan Komunikasi. Bandung: Rosda 5. Kotler, P & Lee, N (2005). Corporate Social Responsibility. New Jersey : Wiley & Sons. Inc. 6. Suharti, E. (2007). Pekerjaan Sosial di Dunia Industri: Memperkuat Tanggung Jawab Sosial Perusahaan.Bandung : Refika Aditama. 7. Wibisono, Yusuf (2007). Membedah Komsep dan APlikasi CSR . Fascho Publishing.
	Supporters:

Supporting lecturer	Vinda Maya Setianingrum, S.Sos., M.A. Mutiah, S.Sos., M.I.Kom. Jauhar Wahyuni, M.I.Kom. Awang Dharmawan, S.Ikom., M.A.

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	Able to explain and understand the definition of corporate social responsibility (CSR)	- Understanding the RPS - Explaining the history of CSR development - Identifying the public and the environment - Mentioning the scope of CSR activities	**Criteria:** maximum value 20 **Form of Assessment** : Participatory Activities	lecture - pulpit Question and answer - discussion 3 X 50		**Material:** Definition of corporate social responsibility (CSR) **Reference:** *Iriantara, Yosal.2004. Strategic Public Relations Management. Jakarta: Ghalia*	2%
2	Able to outline the steps of CSR activities within the company/institution	procedural steps for CSR activities	**Criteria:** liveliness **Form of Assessment** : Participatory Activities	lecture - pulpit Question and answer - discussion 3 X 50		**Material:** Procedural steps for CSR activities **Reference:** *Grunig, JE & Hunt, T. Managing Public Relations. New York: Holt, Rinehart & Winston*	2%
3	Students are able to formulate social impacts, economic and environmental aspects	- students can find examples of corporate social impacts - students can identify types of CSR programs for the surrounding environment	**Criteria:** liveliness **Form of Assessment** : Participatory Activities	lecture - pulpit Question and answer - discussion 3 X 50		**Material:** Social impacts, economic aspects and the environment **References:** *Grunig, JE & Hunt, T. Managing Public Relations. New York: Holt, Rinehart & Winston*	3%
4	Students are able to design CSR programs 1	- students understand CSR strategies and programs that have an economic impact - students can identify social impacts and benefits for institutions/companies	**Criteria:** liveliness	Questions and answers - discussion - presentation 6 X 50		**Material:** Designing a CSR program **References:** *Kotler, P & Lee, N (2005). Corporate Social Responsibility. New Jersey : Wiley & Sons. Inc.*	2%
5	Students are able to design CSR programs 1	- students understand CSR strategies and programs that have an economic impact - students can identify social impacts and benefits for institutions/companies	**Criteria:** liveliness **Form of Assessment** : Participatory Activities	Questions and answers - discussion - presentation 6 X 50		**Material:** Designing a CSR program **References:** *Kotler, P & Lee, N (2005). Corporate Social Responsibility. New Jersey : Wiley & Sons. Inc.*	3%
6	Students are able to evaluate CSR programs 1	Make a SWOT analysis based on the CSR 1 program - carry out a comparison of the CSR 1 programs implemented by the working groups	**Criteria:** liveliness **Form of Assessment** : Participatory Activities	Presentation & Discussion 6 X 50		**Material:** Evaluation of CSR programs **References:** *Kasali, Rhenald. 1994. Public Relations Management. Jakarta: Graffiti Library*	2%
7	Students are able to evaluate CSR programs 1	Make a SWOT analysis based on the CSR 1 program - carry out a comparison of the CSR 1 programs implemented by the working groups	**Criteria:** discussion **Form of Assessment** : Participatory Activities	Presentation & Discussion 6 X 50		**Material:** Evaluation of CSR programs **References:** *Kotler, P & Lee, N (2005). Corporate Social Responsibility. New Jersey : Wiley & Sons. Inc.*	2%

8	students carry out UTS	Students answer UTS questions	**Criteria:** uts **Form of Assessment** : Test	written test 3 X 50			20%
9	Applying social event PR marketing strategies -	- Create a social event PR marketing strategy -	**Criteria:** discussion **Form of Assessment** : Participatory Activities	- Lecture - Discussion 3 X 50		**Material:** Social event PR marketing strategy **Reference:** *Moore, Frazier.2004. Public Relations: Building an Image with Communication. Bandung: Rosda*	6%
10	able to analyze CSR implementation in agencies	1. Student accuracy in analyzing the planning stage 2. Student accuracy in analyzing the implementation stage 3. Student accuracy in the evaluation stage 4. Student accuracy in the reporting stage	**Form of Assessment** : Project Results Assessment / Product Assessment	offline		**Material:** Implementing CSR in agencies **Reference:** *Moore, Frazier.2004. Public Relations: Building an Image with Communication. Bandung: Rosda*	10%
11	able to identify good CSR programs	Students' accuracy in identifying good CSR programs	**Form of Assessment** : Portfolio Assessment	offline		**Material:** Identifying good CSR programs **References:** *Moore, Frazier.2004. Public Relations: Building an Image with Communication. Bandung: Rosda*	7%
12	able to analyze a good CSR program	Students' accuracy in identifying good CSR programs	**Criteria:** Group Assignment **Form of Assessment** : Participatory Activities, Portfolio Assessment	offline		**Material:** Identifying good CSR programs **References:** *Moore, Frazier.2004. Public Relations: Building an Image with Communication. Bandung: Rosda*	7%
13	able to analyze CSR implementation in agencies	Students' accuracy in analyzing CSR implementation in agencies	**Criteria:** Group Assignment **Form of Assessment** : Portfolio Assessment	offline		**Material:** CSR implementation in agencies **Reference:** *Moore, Frazier.2004. Public Relations: Building an Image with Communication. Bandung: Rosda*	2%
14	able to analyze CSR implementation in agencies	Students' accuracy in analyzing CSR programs in agencies	**Form of Assessment** : Participatory Activities	offline		**Material:** analyzing CSR programs in agencies. **Reference:** *Kotler, P & Lee, N (2005). Corporate Social Responsibility. New Jersey : Wiley & Sons. Inc.*	5%

| 15 | able to analyze CSR implementation in agencies | Students' accuracy in analyzing CSR implementation in agencies | **Form of Assessment** : Participatory Activities, Portfolio Assessment | offline | | **Material:** analyzing CSR implementation in agencies **Reference:** *Moore, Frazier.2004. Public Relations: Building an Image with Communication. Bandung: Rosda* | 4% |
| 16 | able to express all knowledge in written exams | writing test | **Criteria:** test **Form of Assessment** : Test | offline | | | 25% |

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	30.5%
2.	Project Results Assessment / Product Assessment	10%
3.	Portfolio Assessment	14.5%
4.	Test	45%
		100%

Notes

1. **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.
2. **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.
3. **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.
4. **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.
5. **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.
6. **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.
7. **Forms of assessment:** test and non-test.
8. **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.
9. **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.
10. **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.