SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Business communication	7020103024	Compulsory Study Program Subjects	**T=3**	**P=0**	**ECTS=4.77**	4	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	....	....	Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.

Learning model	Case Studies

Program Learning Outcomes (PLO)	PLO study program that is charged to the course
	Program Objectives (PO)
	PO - 1 — Understand the urgency of Communication Science in the business sphere
	PLO-PO Matrix

P.O
PO-1

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
PO-1																

Short Course Description	Business communication studies the basic concepts and context of communication in business organizations; message distribution strategy, media, evaluation and audit of business communications. With discussions and exercises, students can practice communication in the form of writing and also presentations for business purposes. Learning for one semester is carried out using direct instruction, inquiry and project assignment methods.

References	Main :

1. Guffey, Mary Ellen. Rhodes, Kathleen and Rogin, Patricia. 2006. Komunikasi Bisnis: Proses & Produk . Jakarta: Salemba Empat
2. Hartley, Peter dan Bruckmann, Clive G. 2002. Business Communication . London: Routledge.
3. Curtin, Dan B. Floyd James J. and Winsor, Jerry L. 2006. Komunikasi Bisnis dan Profesional . Bandung: Rosda
4. Dewi, Sutrisna. 2007. Komunikasi Bisnis . Yogya: Andi Publisher

Supporters:

Supporting lecturer	Tsuroyya, S.S., M.A. Dr. Anam Miftakhul Huda, S.Kom., 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	Students are able to understand the basic concepts of business communication	- Explain the scope and meaning of business communication - Identify the benefits of communication in the workplace. - Explain effective communication. - Analyze business communication barriers and how to overcome them.	**Criteria:** student explanation **Form of Assessment** : Participatory Activities	- Pulpit lecture - Question and answer. - Discussion 3 X 50		**Material:** introduction **Bibliography:**	5%
2	Students understand small group communication and working in teams	- Students can identify the development of a team. - Students can explain the characteristics of a successful team. - Students understand the problem solving process in teams. - Students can analyze appropriate communication patterns in team work	**Criteria:** student explanation **Form of Assessment** : Participatory Activities	- Pulpit lecture - Question and answer. - Discussion 3 X 50		**Material:** small group communication and working in teams **References:**	5%
3	Students are able to analyze nonverbal symbols in business communication and also listen	- Students can analyze nonverbal symbols that are appropriate in business communication. - Students can explain the listening process in the workplace and its obstacles	**Criteria:** student explanation **Form of Assessment** : Participatory Activities	- Pulpit lecture - Question and answer. - Discussion 3 X 50		**Material:** analyze nonverbal symbols in business communication and also read **the literature:**	5%
4	Students are able to understand cross-cultural communication in business communication	- Students can identify cultural differences in communication within teams. - Students can analyze cultural differences in global business communication.	**Criteria:** student explanation **Form of Assessment** : Participatory Activities	- Pulpit lecture - Question and answer. - Discussion 3 X 50		**Material:** cross-cultural communication in business communication **References:**	5%
5	Students are able to conduct interviews	- Students can understand the role of interviews in business. - Students can identify questioning techniques in interviews.	**Criteria:** Interview result **Form of Assessment** : Participatory Activities	- Pulpit lecture - Question and answer. - Discussion 3 X 50		**Material:** able to conduct interviews **References:**	5%
6	Students are able to make preparations for writing business messages	- Students can understand the characteristics of business messages. - Students can create audience profiles.	**Criteria:** student understanding **Form of Assessment** : Participatory Activities	- Pulpit lecture - Question and answer. - Discussion 3 X 50		**Materials:** make preparations for writing business messages **References:**	5%
7	Students are able to choose the right business communication media	- Students can identify business communication media. - Students are able to choose the right business communication media	**Criteria:** Student participation in class **Form of Assessment** : Participatory Activities	- Pulpit lecture - Question and answer. - Discussion 3 X 50		**Material:** choosing the right business communication media **References:**	5%
8	UTS	exam answers	**Criteria:** exam results **Form of Assessment** : Test	3 X 50		**Material:** UTS **Library:**	10%

9	Students are able to identify the implementation of business communication in companies	- Students can identify the implementation of business communication in companies.	**Criteria:** student understanding **Form of Assessment** : Participatory Activities	lectures and discussions 3 X 50		**Material:** identifying the implementation of business communication in the company **References:**	5%
10	Students are able to identify the implementation of business communication in companies	- Students can identify the implementation of business communication in companies.	**Criteria:** student explanation **Form of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment	lectures and discussions 3 X 50		**Material:** identifying the implementation of business communication in the company **References:**	5%
11	Students are able to organize business messages	Students can search for data and get ideas. Students can identify message designs based on message organization patterns	**Criteria:** Student participation in class **Form of Assessment** : Participatory Activities	lectures and discussions 3 X 50		**Material:** organizing business messages **References:**	5%
12	Students are able to plan business presentations	Students can develop effective presentation strategies. Students can determine supporting media to enrich the message	**Criteria:** student presentation **Form of Assessment** : Participatory Activities	lectures and discussions 3 X 50		**Material:** presentation **Bibliography:**	5%
13	Students are able to develop a business presentation evaluation framework	Students can identify forms of business presentation evaluation. Students can prepare an evaluation framework	**Criteria:** Student participation in class **Form of Assessment** : Participatory Activities	lectures and discussions 3 X 50		**Material:** business presentation evaluation framework **References:**	5%
14	Students are able to carry out business communications	Students can create business communications	**Criteria:** Student participation in class **Form of Assessment** : Participatory Activities	lectures and discussions 3 X 50		**Material:** able to carry out business communications **References:**	5%
15	Students are able to carry out business communications	Students can create business communications	**Criteria:** Student participation in class **Form of Assessment** : Project Results Assessment / Product Assessment	lectures and discussions 3 X 50		**Material:** able to carry out business communications **References:**	5%
16	UAS	doing UAS	**Criteria:** max value 100 **Form of Assessment** : Test	3 X 50 test		**Material:** UAS **Literature:**	20%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	62.5%
2.	Project Results Assessment / Product Assessment	7.5%
3.	Test	30%
		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.