



**Universitas Negeri Surabaya  
Faculty of Economics and Business  
Bachelor of Management Study Program**

Document Code

**SEMESTER LEARNING PLAN**

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date
Business Communication Practices	6120102138	Compulsory Study Program Subjects	T=2 P=0 ECTS=3.18	5	July 17, 2024
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>	<b>Study Program Coordinator</b>	
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<b>Learning model</b>	Project Based Learning
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<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																																																				
	<b>Program Objectives (PO)</b>																																																																																				
	<b>PO - 1</b>	C4. Students are able to relate business communication theories to practice appropriately.																																																																																			
	<b>PO - 2</b>	P4. Students are able to formulate appropriate decisions in the context of solving cases by using concepts and methods to solve problems related to business communication.																																																																																			
	<b>PO - 3</b>	P3. Students are able to demonstrate communication skills in a business environment both verbally and non-verbally in accordance with the guidelines provided.																																																																																			
	<b>PLO-PO Matrix</b>																																																																																				
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																																					
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<b>Short Course Description</b>	The Business Communication Practice course is given to Bachelor of Management students for all concentrations with the aim of learning more about communication practices, especially those related to business activities. Through this course students will learn about theory and practice. The theories given are related to 1. Basic concepts of Communication, 2. Communication in Business 3. Types and types of Communication 4. Information Technology in Business Communication 5. Designing Business messages 6. Business Reports 7. Oral and written communication in Business. The practices carried out by students are 1. Business presentation practice, 2). Practice holding meetings, and 3) Practice conducting negotiations. The learning method applied is a combination of lecture, discussion, role play and practice. This combination of several learning methods was chosen so that students understand the concept of communication, especially in business, through the lecture method. The discussion method was carried out to determine the extent of students' understanding of the concept of communication in business through discussions and interactive communication between fellow students and lecturers. The Role Play method is carried out to provide opportunities for students to play a role and express themselves as meeting leaders, note takers, negotiators, as well as to hone and practice good communication. The learning strategy applied is contextual, where the lecturer will relate the learning material to students' real world situations, and encourage students to make connections between the knowledge they have and its application in their daily lives. The output of this course is the results of business presentations, minutes of practical results. meetings and videos of negotiation results.
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<b>References</b>	<b>Main :</b>
	<ol style="list-style-type: none"> <li>1. Bambaerero F, Shokrpour N. 2017. The impact of the teachers non-verbal communication on success in teaching. J Adv Med Educ Prof. 2017 Apr;5(2):51-59</li> <li>2. Hartley, Peter dan Clive G. Bruckmann. 2002. Business Communication. New Fetter Lane, London: Routledge.</li> <li>3. Purwanto, Djoko. 2011. Komunikasi Bisnis. Jakarta : Erlangga.</li> </ol>
	<b>Supporters:</b>

Supporting lecturer		Tias Andarini Indarwati, S.E., M.M. Monika Tiarawati, S.E., M.M. Yuyun Isbanah, S.E., M.SM. Muhammad Rizky Ramadhan, BBus., MITHM.					
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 understand and master theories related to communication and matters related to business communication	Basics of Communication and Business Communication	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Lectures and discussions 2 X 50		<b>Material:</b> business communication <b>References:</b> <i>Bambaeeroo F, Shokrpour N. 2017. The impact of the teachers' non-verbal communication on success in teaching. J Adv Med Educ Prof. 2017 Apr;5(2):51-59</i>	3%
2	Students understand and understand the importance of communication in the business world and the benefits that organizations can obtain from effective communication activities.	Communication in organizations Types of Communication	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Lectures and discussions 2 X 50		<b>Material:</b> the importance of business communication <b>References:</b> <i>Purwanto, Djoko. 2011. Business Communication. Jakarta : Erlangga.</i>	3%
3	Students have a mindset about communication in organizations and various types of communication	Communication in organizations Types of Communication	<b>Criteria:</b> holistic rubric  <b>Forms of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment	Lectures and discussions 2 X 50		<b>Material:</b> communication practices <b>References:</b> <i>Bambaeeroo F, Shokrpour N. 2017. The impact of the teachers' non-verbal communication on success in teaching. J Adv Med Educ Prof. 2017 Apr;5(2):51-59</i>	0%
4	Students understand and can explain the various roles of information technology in supporting the effectiveness of business communication in planning business messages	1.Information technology in business communications 2.Business message planning		Lectures and discussions 2 X 50			0%
5	Students understand and can organize and improve business messages and can plan business reports	Organizing business messages Planning Business Reports		Lectures and discussions 2 X 50			0%
6	Students can make good business presentations and can carry out oral communication in various business negotiation activities	1.Business presentation 2.Oral communication and negotiation		Lectures and discussions 2 X 50			0%
7	Students understand and can communicate in writing and create official offer letters	Communication in writing creates a formal offer letter		Lectures and discussions 2 X 50			0%
8	UTS		<b>Form of Assessment :</b> Test	2 X 50			20%

9	Presentation Practice	Business Presentation		Presentation practice Role Play 2 X 50			0%
10	Presentation Practice	Business Presentation		Presentation practice Role Play 2 X 50			0%
11	Practice Leading Meetings	Practice Leading Meetings	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Role play leading 2 X 50 meetings			4%
12	Practice Leading Meetings	Practice Leading Meetings	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Role play leading 2 X 50 meetings			10%
13	Negotiation Practice	Negotiation Practice	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Negotiation Role Play 2 X 50			10%
14	Negotiation Practice	Negotiation Practice	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Negotiation Role Play 2 X 50			10%
15	Role Play Leading Meetings and Negotiations	Written and oral communication in the application of business presentations, leading meetings and negotiations	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Written and oral communication role play in the application of business presentations, leading meetings and negotiations 2 X 50			10%
16	UAS		<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	2 X 50			30%

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Project Results Assessment / Product Assessment	80%
2.	Test	20%
		100%

#### 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.

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.