			Document Code
	Universitas Negeri Surabaya **Faculty of Economics and Business** **Bachelor of Accounting Study Program**		

SEMESTER LEARNING PLAN

Courses		CODE	Course Family		Credit Weight			SEMESTER	Compilation Date
Business communication		6220102048			T=2	P=0	ECTS=3.18	4	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	....	....	Dr. Rohmawati Kusumaningtias, S.E., Ak., MSA.

Learning model	Case Studies

Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**
	Program Objectives (PO)
	PLO-PO Matrix
	P.O
	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	This course contains material regarding concepts, patterns, communication channels in business, along with communication barriers. Apart from that, the stages of writing business messages and communication in organizations, intercultural communication, speaking skills in business, and how to put them into practice in the world of work. Discussion points This business communication course includes the Basics of Business Communication, Cross-Cultural Communication, Organizational Communication, Stages of Writing Business Messages, Correspondence, Proposal Writing, Preparing Job Applications, Preparing Formal and Informal Reports, Developing Speaking Skills (Negotiations, Presentations, Interviews), and information technology.

References	**Main :**
	1. Budiman, C. Hartati. 2011. Komunikasi Bisnis Efektif. Tangerang: Pustaka Mandiri 2. Bovee, Courtland. L. ,and Thill, John V. 2005. BusinessCommunication Today. Singapore: Pearson Education 3. Prisgunanto, Ilham. 2014. Komunikasi Pemasaran Era Digital. Jakarta:Prisani Cendekia. 4. Purwanto, Djoko. 2006. Komunikasi Bisnis. Edisi Ketiga. Jakarta: Erlangga5. Sendjaja, Sasa Djuarsa. 2005. TeoriKomunikasi. Jakarta: Universitas Terbuka
	Supporters:

Supporting lecturer	Prof. Dr. Sri Setyo Iriani, S.E., M.Si. Tias Andarini Indarwati, S.E., M.M. Monika Tiarawati, S.E., M.M. Hujjatullah Fazlurrahman, S.E., MBA. Khoirur Rozaq, S.E.Sy., M.M. Cantika Sari Siregar, S.E., M.Acc., Ak.

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	Understand and master theories related to: communication and matters related to business communication	1. Explain: Communication 2. Elements in communication 3. Basic forms of communication 4. Business in communication view		Presentation 2 X 50			0%

2	Understand and know the importance of communication in the business world and the benefits that organizations can obtain from effective communication activities.	1. Explain: The role of communication in business. 2. The purpose of communication in business 3. Feedback and shape it 4. Misunderstanding in communication 5. Improve communication within the organization.		Reading Reference Books Discussion 2 X 50			0%
3	Understanding and Mastering Communication in Organizations	1. Explain: Business communication patterns 2. Manage business communications 3. Communication problems in organizations.		Reading Reference Books Discussion 2 X 50			0%
4	Mastering the Types of Communication	1. Explain: · Communication according to its delivery 2. · Communication according to continuity 3. · Behavioral communication 4. · Communication according to intent 5. · Communication according to its scope 6. · Communication according to the flow of information 7. · Communication according to work networks 8. · Communication according to individual roles 9. · Communication according to the way it is delivered 10. Communication according to the number of actors in the communication.		Reading Reference Books Discussion 2 X 50			0%
5	Master and understand the role of information technology in supporting effective business communication.	1. Explain: The advantages of mastering information technology 2. Utilization of Information Technology in business communications 3. The influence of the use of information technology in business decision making		Reading Reference Books Discussion 2 X 50			0%
6	Understand and explain the various things that are done in planning business messages	1. Explain: Determination of the composition process 2. Goal setting 3. Audience Analysis 4. Determining the main idea 5. Channel and media selection		Reading Reference Books Discussion 2 X 50			0%

7	Master and understand the organization and improvement of business messages	1.· Explain: Organizing through an outline 2.Choosing the right words 3.Create effective sentences		Reading Reference Books Discussion 2 X 50			0%
8	UTS	UTS		UTS 2 X 50			0%
9	Mastering business report planning	1.Explain: Definition and types of business reports 2.The main part of a business report 3.Organizing content in business reports 4.Writing short reports 5.Make good business reports		Reading Reference Books Discussion 2 X 50			0%
10	Able to prepare and conduct business presentations	1.· Preparing Presentations: Basic preparation of business presentations 2.Use of tools in presentations 3.Analyzing the audience 4.Prepare yourself and mentally		DemonstrationPractice 2 X 50			0%
11	Mastering Presentation Practices	Able to conduct presentations and meetings		DemonstrationPractice 2 X 50			0%
12	Able to conduct presentations and meetings	Preparing a Presentation		DemonstrationPractice 2 X 50			0%
13	Able to negotiate	1.Carrying out oral communication and negotiations: Oral communication in meetings 2.Oral communication in interviews 3.Oral communication in negotiations		DemonstrationPractice 2 X 50			0%
14	Master and understand communication in writing	1.· Explain: Writing news or news 2.Writing persuasive messages 3.Correspondence (letters)		Reading Reference Books Discussion 2 X 50			0%
15	Practice leading meetings and creating formal offer letters	Prepare to practice leading meetings and create formal offer letters		DemonstrationPractice 2 X 50			0%
16	UAS	UAS		UAS 2 X 50			0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

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.