



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

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Media Business Management	7020103037		T=3	P=0	ECTS=4.77	5	July 18, 2024
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator	
				Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.	
Learning model	Project Based Learning						
Program Learning Outcomes (PLO)	PLO study program that is charged to the course						
	Program Objectives (PO)						
	PLO-PO Matrix						
		P.O					
Short Course Description	This media examines the business aspects of mass media organizations: print, electronic and new media. This lecture also examines aspects of diversification and other business innovations that support the economic existence of media, as well as the legislation that regulates them.						
References	Main :						
	1. Picard, Robert G. 2002. <i>The Economics and Financing of Media Companies</i> . London: Sage Pub. 2. Block, Peter (Ed). 2001. <i>Managing in The Media</i> . Oxford: Focal Press. 3. Ulin, Jeffrey. 2014. <i>The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World</i> . Devon: Florence Production. 4. Morissan. (2008). <i>Manajemen Media Penyiaran, Strategi Mengelola Radio dan Televisi</i> . Jakarta: Kencana 1. Picard, Robert G. 2002. <i>The Economics and Financing of Media Companies</i> . London: Sage Pub.2. Block, Peter (Ed). 2001. <i>Managing in The Media</i> . Oxford: Focal Press.3. Ulin, Jeffrey. 2014. <i>The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World</i> . Devon: Florence Production.4. Morissan. (2008). <i>Manajemen Media Penyiaran, Strategi Mengelola Radio dan Televisi</i> . Jakarta: Kencana						
	Supporters:						
Supporting lecturer	Vinda Maya Setianingrum, S.Sos., M.A. Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom. Gilang Gusti Aji, S.I.P., M.Si.						
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 the learning outcomes (output) in the media business management course	- Understand the RPS - Understand the lecture contract Understand the learning outcomes and targets that must be met in the media business management course	Criteria: The maximum answer is 20 marks	- Lectures, lectures - Questions and answers. - Discussion 3 X 50		0%
2	Students understand the history of the development of print media	Explain the history of the development of print media	Criteria: maximum value 30	- Pulpit lecture - Question and answer. - Discussion 3 X 50		0%
3	Students understand the history of the development of electronic media/broadcasting	Explain the history of the development of electronic/broadcasting media	Criteria: maximum value 30	- Pulpit lecture - Question and answer. - Discussion 3 X 50		0%
4	Students understand the history of the development of new/online media	Explain the history of the development of new/online media	Criteria: maximum value 30	- Pulpit lecture - Question and answer. - Discussion 3 X 50		0%
5	Students understand the organizational structure of the media	- Explain the organizational structure of media, both print, electronic and online media	Criteria: complete report according to the maximum value of 100	- Pulpit lecture - Question and answer. - 3 X 50 discussion		0%
6	Students understand Media business management strategies	- Explain media business management strategies - Explain the definition of media convergence and affiliation	Criteria: Good recommendation, maximum value 100	- Pulpit lecture Question and answer 6 X 50		0%
7						0%
8	Students write a description of their written test answers	students take the Mid-Term Examination	Criteria: maximum value 100	written test 2 X 50		0%
9	Students understand the sources of income in the media business	-explain sources of income/funding in the media business - conduct analysis/field studies	Criteria: maximum value 100	practical discussion lecture 3 X 50		0%
10	Students understand the sources of income in the media business	-explain sources of income/funding in the media business - conduct analysis/field studies	Criteria: maximum value 100	practical discussion lecture 3 X 50		0%
11	Students understand innovation and diversification of the media business	- explain the definition and strategy of innovation in the media business. Understand the concept of media business diversification	Criteria: maximum value 100	- Lecture - Practical Discussion 3 X 50		0%
12	Students understand innovation and diversification of the media business	- explain the definition and strategy of innovation in the media business. Understand the concept of media business diversification	Criteria: maximum value 100	- Lecture - Practical Discussion 3 X 50		0%
13	Students understand the laws and regulations in media business	Explain the legal regulations in the media business/enterprise	Criteria: max value 100	- Lecture - Discussion Case study 3 X 50		0%
14	Students understand the Business Plan and apply theory	- Understand strategies and theories in business plans. Understand business development techniques	Criteria: max value 100	- lecture - discussion - practice in the 3 X 50 business plan		0%

15	Students understand the Business Plan and apply theory	- Understand strategies and theories in business plans. Understand business development techniques	Criteria: max value 100	- lecture - discussion - practice in the 3 X 50 business plan			0%
16	Students understand corporate promotions	Understanding corporate promotions - Understanding Corporate Social Responsibility	Criteria: max value 100	- discussion - Question and answer 3 X 50			0%

Evaluation Percentage Recap: Project Based Learning

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.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.