



Universitas Negeri Surabaya
Faculty of Languages and Arts
English Literature Undergraduate Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																																																																			
English for Business Communication	7920204301	Study Program Elective Courses	T=3 P=0 ECTS=4.77	6	September 24, 2022																																																																																			
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																																																																				
	Sily Cinthia Adelia, M.A.		Lina Purwaning Hartanti, S.Pd., M.EIL.	Dr. Ali Mustofa, S.S., M.Pd.																																																																																				
Learning model	Project Based Learning																																																																																							
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																							
	PLO-5	Being able to demonstrate integrative and independent thinking, originality, imagination, experimentation, problem solving, or risk taking in thought, expression, or intellectual engagement																																																																																						
	Program Objectives (PO)																																																																																							
	PO - 1	Being able to produce personal and professional business profiles and documents.																																																																																						
	PO - 2	Being able to apply the principles of appropriate language and effective business communication both written and orally.																																																																																						
	PO - 3	Being able to demonstrate problem solving, ethical decision making, or risk taking in thought, expression, or intellectual engagement.																																																																																						
	PLO-PO Matrix																																																																																							
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>P.O</td> <td colspan="4">PLO-5</td> </tr> <tr> <td>PO-1</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>PO-3</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>				P.O	PLO-5				PO-1					PO-2					PO-3																																																																			
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																								
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Short Course Description	<p>This course is designed to improve students' communication skills in a business context, with a focus on developing personal and professional profiles. It will include topics such as creating a personal brand, developing a professional network, and leveraging social media for career advancement. Students will learn how to effectively communicate their skills, achievements, and values to potential employers, colleagues, and clients. They will also learn about strategies for self-promotion and career advancement, such as creating an online presence, building a strong LinkedIn profile, and developing effective networking and presentation skills. Throughout the course, students will engage in a range of activities designed to improve their communication skills, including role-plays, projects, and group discussions. They will also have the opportunity to practice their skills in real-world contexts through assignments that require them to apply their learning to real-world business scenarios. By the end of the course, students will have developed a strong foundation in business communication skills, as well as a deeper understanding of personal and professional profile development strategies. They will be better equipped to communicate effectively in a variety of business contexts and to build a strong personal and professional profile that can help them to succeed in their chosen career.</p>																																																																																							
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	<ol style="list-style-type: none"> 1. Chan, M. (2020). English for Business Communication (1st ed.). Routledge. 2. Chesebro, J. L. (2014). Professional Communication at Work: Interpersonal Strategies for Career Success. Taylor & Francis. 																																																																																							
	Supporters:																																																																																							
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Supporting lecturer		Lina Purwaning Hartanti, S.Pd., M.EIL. Silvy Cinthia Adelia, S.S., 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	<p>1. Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p>	<p>1. To be able to identify the different types and channels of business communication, including written, oral, and digital.</p> <p>2. To be able to develop appropriate communication skills and strategies for different communication types and channels</p> <p>3. To be able to identify the steps in the job search process</p> <p>4. To be able to identify and describe interests and skills</p> <p>5. To be able to read job ads and select the job that is the best fit for interests and skills</p> <p>6. To be able to plan personal profile for job application</p>	<p>Criteria: Spoken and Written</p> <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	Lecturing, small group discussion 3 X 50		<p>Material: Features of business communication References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p> <p>Material: Features of business communication References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>. Taylor & Francis.</p>	5%
2	<p>1. Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p>	<p>1. To be able to identify the steps in the job search process</p> <p>2. To be able to identify and describe interests and skills</p> <p>3. To be able to read job ads and select the job that is the best fit for interests and skills</p> <p>4. To be able to plan personal profile for job application</p>	<p>Criteria: Written</p> <p>Form of Assessment : Participatory Activities</p>	Lecturing, small group discussion 3 X 50		<p>Material: Entering Job Market References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p> <p>Material: Entering Job Market References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>. Taylor & Francis.</p>	5%
3	<p>1. Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2. Being able to identify the key components of a well-written personal and professional business profile</p> <p>3. Be able to</p>	<p>1. To be able to develop a comprehensive job application kit that includes a professional LinkedIn profile, portfolio, CV, and cover letter.</p> <p>2. To be able to identify the key elements that make a successful LinkedIn profile, including a professional headshot, a well-written summary,</p>	<p>Criteria: Written</p> <p>Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance</p>	Lecturing, small group discussion, individual project assignment 3 X 50		<p>Material: Job application kit (personal professional profile, portfolio, CV, and cover letter) References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p> <p>Material: Job application kit (personal professional</p>	6%

	<p>prepare an effective personal and professional business profile that showcases your skills, experience, and achievements</p> <p>4.Be able to compose compelling and persuasive resumes, cover letters, portfolios, presentations, and business documents that effectively communicate your qualifications and value proposition to potential employers or clients</p> <p>5.Be able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.</p> <p>6.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>7.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>8.Become able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication</p> <p>9.Be able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>10.Be able to apply the principles of effective business communication</p>	<p>and relevant skills and experience.</p> <p>3.To be able to understand how to effectively showcase their skills and accomplishments through a professional portfolio, including selecting appropriate samples and presenting them in a visually appealing and organized manner.</p> <p>4.To be able to develop a compelling CV that highlights their relevant education, work experience, skills, and achievements, and tailors it to the specific job they are applying for.</p> <p>5.To be able to understand the purpose and structure of a cover letter, and how to craft one that effectively communicates their interest in the job, relevant qualifications, and value they can bring to the organization.</p> <p>6.To be able to use appropriate language and tone in all elements of their job application kit, demonstrating professionalism and attention to detail.</p> <p>7.To be able to understand the importance of tailoring their job application materials to the specific job and company they are applying to, and be able to do so effectively.</p> <p>8.To be able to utilize strategies for managing and organizing their job search, including keeping track of applications, following up with potential employers, and managing job offers and negotiations.</p> <p>9.To be able to develop a strong personal and professional profile that aligns with their career goals and effectively communicates</p>			<p>profile, portfolio, CV, and cover letter)</p> <p>References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>. Taylor & Francis.</p>	
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	in using new technology and social media, developing social media strategy, and/or managing reputation	their unique skills and strengths. 10.To be able to reflect on their own learning and development throughout the course, identifying areas for improvement and setting goals for ongoing personal and professional growth					
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	documents are error-free and professionally polished 10. Be able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation	offers and negotiations. 9. To be able to develop a strong personal and professional profile that aligns with their career goals and effectively communicates their unique skills and strengths. 10. To be able to reflect on their own learning and development throughout the course, identifying areas for improvement and setting goals for ongoing personal and professional growth.				
7	<ol style="list-style-type: none"> Being able to actively listen and respond to feedback and questions in a professional and respectful manner Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully Become able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication 	<ol style="list-style-type: none"> To be able to understand the importance of first impressions and body language during the job interview, and develop strategies for projecting a professional and confident image. To be able to use appropriate language and tone during the job interview, demonstrating professionalism, active listening, and empathy. To be able to develop communication and negotiation skills to address questions about salary, benefits, and job responsibilities during the job interview. To be able to understand the importance of nonverbal communication during virtual job interviews, including eye contact, body language, and tone of voice. To be able to use reflective practice to analyze and evaluate the outcomes of the job interview, identifying strengths and areas for improvement in their own performance To be able to use reflective practice to analyze and evaluate the outcomes of the job interview, identifying strengths and areas for improvement in their own performance 	Criteria: Spoken Form of Assessment : Practice / Performance	Lecturing, small group discussion, interview practice 3 X 50	Material: Job Interviews References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i> . Routledge. <hr/> Material: Job Interviews References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i> . Taylor & Francis.	7%

8	<p>1. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>2. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>3. Become able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication</p>	<p>1. To be able to understand the importance of first impressions and body language during the job interview, and develop strategies for projecting a professional and confident image.</p> <p>2. To be able to use appropriate language and tone during the job interview, demonstrating professionalism, active listening, and empathy.</p> <p>3. To be able to develop communication and negotiation skills to address questions about salary, benefits, and job responsibilities during the job interview.</p> <p>4. To be able to understand the importance of nonverbal communication during virtual job interviews, including eye contact, body language, and tone of voice.</p> <p>5. To be able to use reflective practice to analyze and evaluate the outcomes of the job interview, identifying strengths and areas for improvement in their own performance</p> <p>6. To be able to use reflective practice to analyze and evaluate the outcomes of the job interview, identifying strengths and areas for improvement in their own performance</p>	<p>Criteria: Spoken</p> <p>Form of Assessment : Practice / Performance</p>	<p>Lecturing, small group discussion, interview practice 3 X 50</p>		<p>Material: Job Interviews References: 1. Chan, M. (2020). <i>English for Business Communication</i> (1st ed.). Routledge.</p> <p>Material: Job Interviews References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>. Taylor & Francis.</p>	8%
9	<p>1. Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2. Being able to identify the key components of a well-written personal and professional business profile</p> <p>3. Being able to organize and structure written communication for maximum</p>	<p>1. To be able to identify the essential components of a company profile, including history, mission, values, products/services, and competitive advantage.</p> <p>2. To be able to research and analyze the organization to gather relevant information for the company profile. media campaigns</p> <p>3. To be able to develop a clear and concise draft of the company profile that</p>	<p>Criteria: Product assessment</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Project based 3 X 50</p>		<p>Material: Company profile References: 1. Chan, M. (2020). <i>English for Business Communication</i> (1st ed.). Routledge.</p> <p>Material: Company profile References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>.</p>	7%

	<p>impact and readability, including business documents, social media posts, and presentations</p> <p>4. Be able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.</p> <p>5. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>6. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>7. Be able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>8. Be able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>	<p>effectively communicates the organization's message and personality.</p> <p>4. To be able to use appropriate language and tone to convey the organization's brand image and values in the company profile.</p> <p>5. To be able to revise the company profile based on feedback from stakeholders to ensure it meets the communication objectives.</p> <p>6. To be able to edit and proofread the company profile for grammar, spelling, and formatting errors.</p> <p>7. To be able to present the company profile to stakeholders using various communication channels, such as the organization's website, social media, and marketing materials.</p>				Taylor & Francis.	
10	<p>1. Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2. Being able to identify the key components of a well-written personal and professional business profile</p> <p>3. Being able to organize and structure written communication for maximum</p>	<p>1. To be able to identify the essential components of a company profile, including history, mission, values, products/services, and competitive advantage.</p> <p>2. To be able to research and analyze the organization to gather relevant information for the company profile. media campaigns</p> <p>3. To be able to develop a clear and concise draft of the company profile that</p>	<p>Criteria: Product assessment</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Project based 3 X 50		<p>Material: Company profile</p> <p>References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p> <hr/> <p>Material: Company profile</p> <p>References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>.</p>	8%

	<p>impact and readability, including business documents, social media posts, and presentations</p> <p>4. Be able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.</p> <p>5. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>6. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>7. Be able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>8. Be able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>	<p>effectively communicates the organization's message and personality.</p> <p>4. To be able to use appropriate language and tone to convey the organization's brand image and values in the company profile.</p> <p>5. To be able to revise the company profile based on feedback from stakeholders to ensure it meets the communication objectives.</p> <p>6. To be able to edit and proofread the company profile for grammar, spelling, and formatting errors.</p> <p>7. To be able to present the company profile to stakeholders using various communication channels, such as the organization's website, social media, and marketing materials.</p>				Taylor & Francis.	
11	<p>1. Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2. Being able to organize and structure written communication for maximum impact and readability, including business documents, social media</p>	<p>1. To be able to understand the role of public relations in business communication and the importance of social media in supporting public relations goals.</p> <p>2. To be able to identify the key elements of a successful social media strategy.</p> <p>3. To be able to analyze trends in social media usage and their impact on public relations</p>	<p>Criteria: Product assessment</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Project based 3 x 50		<p>Material: Public Relations and Social Media</p> <p>References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p> <hr/> <p>Material: Public Relations and Social Media</p> <p>References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal</i></p>	7%

	<p>posts, and presentations</p> <p>3.Be able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.</p> <p>4.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6.Become able to develop effective speaking and presentation skills, including planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>7.Be able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>8.Be able to apply the principles of effective business communication in using new technology and social media, developing a social media strategy, and/or managing reputation.</p>	<p>4.To be able to create a social media plan that supports the organization's public relations goals.</p>				<p><i>Strategies for Career Success. Taylor & Francis.</i></p>	
12	<p>1.Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2.Being able to organize and</p>	<p>1.To be able to understand the role of public relations in business communication and the importance of social media in supporting public relations goals.</p> <p>2.To be able to identify the key</p>	<p>Criteria: Product assessment</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Project based 3 x 50</p>		<p>Material: Public Relations and Social Media</p> <p>References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p> <p>Material: Public</p>	8%

	<p>structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>3.Be able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.</p> <p>4.Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5.Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6.Become able to develop effective speaking and presentation skills, including planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>7.Be able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>8.Be able to apply the principles of effective business communication in using new technology and social media, developing a social media strategy. and/or managing reputation.</p>	<p>elements of a successful social media strategy.</p> <p>3.To be able to analyze trends in social media usage and their impact on public relations</p> <p>4.To be able to create a social media plan that supports the organization's public relations goals.</p>			<p>Relations and Social Media</p> <p>References: 2. Chesebro, JL (2014). <i>Professional Communication at Work: Interpersonal Strategies for Career Success</i>. Taylor & Francis.</p>	
13	<p>1.Being able to understand the purpose of profiles and importance of personal and</p>	<p>1.To be able to develop an effective presentation strategy, including planning,</p>	<p>Criteria: Product assessment</p> <p>Form of Assessment : Project Results Assessment / Product</p>	<p>Project based 3 x 50</p>	<p>Material: Business Presentations</p> <p>References: 1. Chan, M. (2020). <i>English</i></p>	5%

	<p>professional business and documents in various contexts</p> <p>2. Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>3. Be able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.</p> <p>4. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6. Become able to develop effective speaking and presentation skills, including planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>7. Become able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication</p> <p>8. Be able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>9. Be able to apply the</p>	<p>preparation, and delivery.</p> <p>2. To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience.</p> <p>3. To be able to compose engaging presentation content, including visual aids, to support the presentation objectives.</p> <p>4. To be able to adapt presentation style and content to suit different audiences and contexts.</p> <p>5. To be able to use appropriate technology and tools to enhance the presentation</p>	<p>Assessment</p>		<p><i>for Business Communication (1st ed.). Routledge.</i></p> <hr/> <p>Material: Business Presentations References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.). Routledge.</i></p>	
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	principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation					
14	<p>1. Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2. Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>3. Be able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.</p> <p>4. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6. Become able to develop effective speaking and presentation skills, including planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>7. Become able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication</p>	<p>1. To be able to develop an effective presentation strategy, including planning, preparation, and delivery.</p> <p>2. To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience.</p> <p>3. To be able to compose engaging presentation content, including visual aids, to support the presentation objectives.</p> <p>4. To be able to adapt presentation style and content to suit different audiences and contexts.</p> <p>5. To be able to use appropriate technology and tools to enhance the presentation</p>	<p>Criteria: Product assessment</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Project based 3 x 50	<p>Material: Business Presentations</p> <p>References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p> <hr/> <p>Material: Business Presentations</p> <p>References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p>	5%

	<p>8.Be able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>9.Be able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>						
15	<p>1. Being able to understand the purpose of profiles and importance of personal and professional business and documents in various contexts</p> <p>2. Being able to organize and structure written communication for maximum impact and readability, including business documents, social media posts, and presentations</p> <p>3. Be able to apply different formatting and design elements to enhance the visual appeal and readability of your personal and professional business profiles and documents.</p> <p>4. Being able to actively listen and respond to feedback and questions in a professional and respectful manner</p> <p>5. Being able to use appropriate language and tone to convey messages clearly, professionally, and respectfully</p> <p>6. Become able to develop effective speaking and presentation skills, including</p>	<p>1. To be able to develop an effective presentation strategy, including planning, preparation, and delivery.</p> <p>2. To be able to use effective presentation skills, such as voice projection, eye contact, and body language, to engage the audience.</p> <p>3. To be able to compose engaging presentation content, including visual aids, to support the presentation objectives.</p> <p>4. To be able to adapt presentation style and content to suit different audiences and contexts.</p> <p>5. To be able to use appropriate technology and tools to enhance the presentation</p>	<p>Criteria: Product assessment</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Project based 3 x 50		<p>Material: Business Presentations References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p> <p>Material: Business Presentations References: 1. Chan, M. (2020). <i>English for Business Communication (1st ed.)</i>. Routledge.</p>	5%

	<p>planning and organizing presentations, using visual aids, and handling questions and feedback</p> <p>7. Become able to recognize the importance of nonverbal communication and learn how to use it to enhance the effectiveness of written and oral communication</p> <p>8. Be able to develop effective proofreading and editing skills to ensure that your personal and professional business profiles and documents are error-free and professionally polished</p> <p>9. Be able to apply the principles of effective business communication in using new technology and social media, developing social media strategy, and/or managing reputation</p>						
16	Being able to apply reflective practice to enhance their communication skills and strategies in various business contexts	<ol style="list-style-type: none"> 1. Develop the ability to reflect on past communication experiences and identify areas for improvement 2. Use feedback to identify areas for improvement and adjust communication strategies accordingly. 3. To be able to create a plan for ongoing reflective practice that includes setting goals, monitoring progress, and adjusting strategies as needed. 	<p>Criteria: Written</p> <p>Form of Assessment : Test</p>	Reflective practice 3 x 50		<p>Material: Wrap up reflective</p> <p>Library: 1. journals</p>	5%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	7.5%
2.	Project Results Assessment / Product Assessment	57.5%
3.	Practice / Performance	30%
4.	Test	5%
		100%

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.