



UNIVERSITAS PENDIDIKAN NASIONAL (UNDIKNAS UNIVERSITY)
FACULTY OF BUSINESS AND ECONOMICS

Jl. Bedugul No. 39 Sidakarya Denpasar, Telp (0361) 723868 Fax. (0361) 723077 Kode Pos (3261) 225

SYLLABUS

BUSINESS COMMUNICATION

COURSE CODE: 181314

ECTS: 5

SEMESTER AND YEAR OFFERED: SEMESTER 3/ YEAR 2

LECTURER: 1. IDA NYOMAN BASMANTRA, S.PD.,M.PD.

1. DESCRIPTION

This unit introduces students to theory, concepts and best practices related to understanding business communication. Business Communication is a course that studies how the process of exchanging messages is carried out effectively and efficiently to achieve business goals. On successful completion of this unit, it will provide a theoretical basis for business communication with various best-practice applications for companies both at home and abroad so that students get an in-depth understanding of the concepts and applications of business communication. The ultimate goal of this course is that students are expected to not only understand the concepts of business communication but also be able to apply it to daily practices.

2. EXPECTED LEARNING OUTCOMES

a. The objectives related to improving cognitive abilities are so that students:

- Students understand and can apply the theories and basic principles of business communication.
- Students understand and apply the understanding, characteristics, functions and channels, and communication ethics in business.
- Students understand and can apply the importance of cross-cultural communication and cultural differences and face language barriers as well as facing ethnocentric risks.
- Students understand and can apply technology in business communication, written communication, oral communication and the influence of technology.
- Students understand and apply the process of composing business messages, determining the purpose of business messages, analyzing audience determination, determining the main idea, and selecting channels and communication media.
- Students understand and can apply organizing business messages, formulating business messages, controlling style and tone and developing logical paragraphs.

Vision:

Becoming a superior study program in 2020 as a center for human resource development in the field of accounting that is professional, global-minded, and has entrepreneurial spirit based on the concept of Tri Hita Karana.

- o Students can understand and apply to edit messages, rewrite messages, and produce messages and print messages.
- o Students can understand and apply meaning, the role of correspondence in business, and the parties involved, the functions of letters, classification, letter sections and forms of letters.
- o Students can understand and apply the writing of business correspondence.
- o Students can understand and apply resume writing, job application writing and tips for applicants.
- o Students understand and can apply the importance of interviews, interview preparation, how to identify jobs and companies and follow up on interviews.
- o Students understand and can apply the meaning, usability, types of business reports and proposals, organizing brief reports.
- o Students understand and apply the making of news releases
- o Students understand and can apply how to talk and listen.
- o Students understand and can apply communication in small groups and meetings.
- o Students understand and can apply planning, formatting presentations and using Visual Aid.

b. Objectives related to personality development (soft skills) such as:

- o Development of time management skills
- o Development of writing skills
- o Development of public speaking skills
- o Development of group collaboration skills
- o Development of self-confidence
- o Development of problem solving skills.

3. REFERENCES

Djoko Purwanto, Dan B. Curtis, JamesJ.Floyd, Sutrisna Dewi, Courtland L Bovee dan John V Thill, Sri Astuti Pratminingsih.

4. METHOD OF ASSESSMENT:

a. Learning Methods

The learning process will use student-centered learning where students must actively participate in the acquisition of knowledge. The first half of the semester will be filled with active lecturing which will discuss concepts according to the topics in the syllabus. At the seventh and tenth meetings, teaching methods Collaborative Learning (CL) will be used, and students will use Google classroom.

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b. Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final Test	20 %
3.	Individual assignment	20 %
4.	Group assignment & presentation	15 %
5.	Active participation in discussion	35 %
Total		100%

5. UNIT GUIDE AND STUDY PLANNER

Meeting	Module Topic
1	Fundamentals of Communication
2	Communication in Business
3	Cross Cultural Communication
4	Communication Technology
5	Organizing Business Messages
6	Revised Business Message
7	Business correspondence
8	Business correspondence
9	Writing Resumes and Job Applications
10	Job interview "how to sell yourself"
11	Making Reports and Proposals in Business
12	Making News Release
13	Communication in Business Negotiation
14	Speaking and listening in Business Meeting
15	Small Group Communication and Discussion
16	Project Presentation

6. WORKLOAD

BUSINESS COMMUNICATION

16 weeks

		Weeks per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments		2	2	2	2	2	2			2	2	2	2	2	2		24
	Workshops			4				4										8
	Exam preparation								9							10		19
	Company visits, excursions																	0
	Preparation for presentations and papers			2		2		2			2		2		2			12
	Preparation for class		2	2	2	2	2	2			2	2	2	2	2	2	2	24
	Follow-up for class		1	1	1	1	1	1			1	1	1	1	1	1	1	12
	Final essay paper																10	10
	Course evaluation																	2
	Workshops and Excursion Paper				2			2										4
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs - 2	2	2	2	2	2	2	2			2	2	2	2	2	2	26	
		TOTAL WORKLOAD PER COURSE (HOURS)																145
		TOTAL ECTS																5

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