

Module designation	<i>Business Communication (AGB 207)</i>
Semester(s) in which the module is taught	<i>3<sup>rd</sup> semester</i>
Person responsible for the module	<i>Suyanti Kasimin</i>
Language	<i>English</i>
Relation to curriculum	<i>Compulsory module</i>
Teaching methods	<i>lecture, case project</i>
Workload	<ul style="list-style-type: none"> <li>▪ 100 minutes of lecture and discussion per week</li> <li>▪ 120 minutes of structured tasks per week</li> <li>▪ 190 minutes of independent activity per week</li> <li>▪ 100 minutes of laboratory work</li> </ul>
Credit points	<i>2 (lesson 2 and lab works 1) =4.8 ECTS</i>
Required and recommended prerequisites for joining the module	<i>Introduction to Communication</i>
Module objectives/intended learning outcomes	<ol style="list-style-type: none"> <li>1. <i>Able to identify factors affecting the successfull of business communication and analyze the process of efficient, effective and ethical business communication.</i></li> <li>2. <i>Able to implement business communication management, evaluate the effectiveness of business and intercultural communication, and use updated technology in business communication.</i></li> <li>3. <i>Able to design, evaluate and document the comprehensive business report</i></li> </ol>
Content	<i>This course aims to provide knowledge and understanding of communication in business purposes, with the scope of communication in a business organization, regarding individual skills and group skills. The goal is that students are able to perform an excellent communication in business activity, create business messages, able to manage cooperation in teams and intercultural communication, and able to design and present business presentations and reports.</i>
Exams and assessment formats	<i>Essay, case analysis, oral presentation</i>
Study and examination requirements	<ul style="list-style-type: none"> <li>▪ 5 % active engagement</li> <li>▪ 50% case project</li> <li>▪ 5 % quizzes</li> <li>▪ 10% coursework</li> <li>▪ 15% midterm examination</li> <li>▪ 15% final examination</li> </ul>
Reading list	<ol style="list-style-type: none"> <li>1. <i>Bovee/Thill. 2008. Komunikasi Bisnis. Edisi kedelapan. Jilid I dan II. PT Indeks. Jakarta.</i></li> <li>2. <i>Bovee, Courtland I, and Thill, John V, Business Communication Today, Prentice-Hall International Inc; Sixth Edition.</i></li> <li>3. <i>Sorenson, Ritch; DeBord, Grace; Ramires, Ida; Business and Management Communication, A Guide Book, Prentice-Hall Inc, Fourth Edition</i></li> <li>4. <i>Locker, Kitty O, Business and Administrative Communication, Mc. Graw-Hill, International Edition.</i></li> <li>5. <i>Murphy, Herta A and Hildebrandt, Herbert W, Effective Business Communications Mc. Graw-Hill Inc.10</i></li> <li>6. <i>Winsor, Jerry L; Floyd, James J; Curtis Dan B,2006, Komunikasi Bisnis, Bandung :Remaja Rosdakarya.</i></li> <li>7. <i>Dewi, Sutrisna.2007. Komunikasi Bisnis, Yogyakarta : Penerbit Andi.</i></li> </ol>