LESSON PLAN

Date/ Revision	August 13, 2015
Faculty	Business & Social Science
Approval	Dr. Samuel Prasetya/Dr. Tutuko Prajogo

SUBJECT : BUSINESS COMMUNICATION

1. Identification of Subject:

Name of Subject : Business Communication
Code of Subject : COMM-1000
SKS/ECTS : 2/3
Semester : 1
Study Program : B-MGT/B-IBA/B-INR/B-HTM/B-TAD
Lecturer : Frieda Roselina Sirait, S.T., M.M.

2. Competency

After having the course, students are expected to:

- Solve business communication problems.
- Analyze audiences and adapting messages to them.
- Learn how corporate culture impacts the business environment.
- Know the four levels of document design and how they can help critique documents.
- Design brochures and web pages.
- Conduct basic usability testing.
- Develop team decision-making strategies.
- Recognize when and how to use common business media.
- Construct different kinds of negative messages.
- Write persuasive direct requests
- Write sales and fund-raising messages
- Prepare a detailed time line for their job search.
- Deal with common difficulties that arise during job searches.
- Handle the on-line portion of job searches.
- Find the information needed to write a good job letter to a specific employer.
- Write a job letter that makes them look attractive to employers.
- Prepare budget and cost sections.
- Write progress reports.

3. Description of Subject:

This course motivates students to improve their communication skills, offers a fundamental of communication in organizations, discusses communication media, stresses benefits of improving communication and using technology to communicate, outlines criteria for effective

IULI – Eco Campus, The Breeze, BSD City
PO BOX 150, BSD CPA 15330
+62 21 50588000/+62 85212318000
admin@iuli.ac.id
www.iuli.ac.id

messages, introduces the importance of business writing, and demonstrates how to analyze and solve business communication problems.

4. Learning Approach

Approach	:	Combination of Expository - inquiry and collaborative
Method	:	Discussions, questions/answers, sample problems/cases, group works
Student Task	:	Home work, presentation
Media	:	LCD projector

5. Evaluation

Maximum absences	:	25%
Participation in discussion	:	5 points
Homework, Class work and Quiz	:	5 points
Presentation, Simulation	:	30 points
Final Examination	:	60 points
Total	:	100 points

6. Book Reference:

- **Main Textbook**: Locker, Kitty O, and Donna S. Kienzler (2014), *Business and Administrative Communications*, 11th Edition, McGraw-Hill, New York: USA. ISBN # 978-1-2590-9565-8

- **Additional Reference**:
  a. Hand-outs

7. Detail of Lecturing Activities (LESSON PLANS):

WEEK	:	**1**
Duration	:	2 x 50 minutes
Topic	:	Introduction to business communication
Sub-Topic	:	Overview of communication in organizations
		Costs of poor communication
		Benefits of good communication
		Using technology to communicate
		Effective messages
		Analyzing and solving business communication problems
		Five layers of audiences & analyzing audiences
		Strategies for adapting messages

Learning Outcomes of Lesson:
1. **Main Competency**: students will:

- Understand why they need to be able to communicate well
- Acknowledge the costs of poor communication
- Solve business communication problems
- Understand ways to analyze different kinds of audiences (e.g., individuals, groups, organizations).
- Analyze audiences and adapting messages to them.

2. **Supporting Competency:** the students are expected to:
- Realize the costs of communication
- Choose channels to reach audiences
- Identify and developing audience benefits.
- Understand the role of conventions in business communication

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing the course objectives based on the syllabus and lessons plans • Introduce the Textbooks Chap- 1 and 2		Lecturing Group Discussions
Delivery	• Overview of communication in organizations • Costs of poor communication • Benefits of good communication • Using technology to communicate • Effective messages • Analyzing and solving business communication problems • Five layers of audiences & analyzing audiences • Strategies for adapting messages	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/LCD Black/White Board
Closing	• Inform the student the next 2nd meeting material • Give assessment / homework to the students	• Listening to the lecturer	Lecturing

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Evaluation	• Evaluate the students activity during the lesson • Evaluate and observe, how the students solve the problem		
Reference	Text Book Chap- 1 and 2		

WEEK   : 2
Duration   : 2 x 50 minutes
Topic   : Building goodwill and navigating business communication environment
Sub-Topic   : Make effective messages
                    Ethics in the workplace
                    Corporate culture
                    Interpersonal communication
                    Time management
                    Current trends in business

Learning Outcomes of Lesson:
1. **Main Competency**: The students are expected to have the ability to:
   • Create positive emphasis
   • Reduce bias in business communications
   • Understand why ethics is so important in business communication.
   • Learn how corporate culture impacts the business environment.
   • Highlight business communication trends.

2. **Supporting Competency**: The students are expected to have the ability to:
   • Create you-attitude
   • Improve tone in business communications
   • Obtain ways to improve interpersonal communication.
   • Understand how to use their time efficiently.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introducing chapter 3 and 4 objectives	• Listening into the Lecturer	Lecturing
Delivery	• Make effective messages • Ethics in the workplace • Corporate culture • Interpersonal communication • Time management • Current trends in business	• Listening into the Lecturer • Read the book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Informing student for the next 3rd meeting materials • Give assessment / homework to the students	• Listening to the lecturer	Lecturing
Evaluation	• Evaluate the students activity during the lesson • Evaluate and observe, how the students solve the problem	• Listening to the lecturer	
Reference	Text Book : Chapter 3 and 4		

WEEK   : 3
Duration   : 2 x 50 minutes
Topic   : Student quiz
Sub-Topic   : Student quiz

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   • Understand the lesson learned from previous chapters.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the objective of quiz		Lecturing
Delivery	• Evaluate and take score for the quiz based on lesson learned on previous chapters.	• Presenting their topic in front of the class	Beamer/ LCD Black / White Board
Closing	• Give assessment of the course	• Listening to the lecturer	Lecturing

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
	to the students		
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Student quiz materials		

WEEK :   4

Duration   :   2 x 50 minutes
Topic   :   Planning, designing, composing, and refining documents
Sub-Topic   :   Effective business and administrative writing
                    Making readable sentences and paragraphs
                    Communicating the meaning and attitude
                    Effective strategies for planning, revising, using boilerplates, and integrating technology into the writing process
                    Making visually attractive document
                    Designing brochures, web pages, and usability testing

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   • Understand new information about the activities involved in the composing process and how to use these activities to their advantage.
   • Realize new techniques to revise, edit, and proofread communications.
   • Know the four levels of document design and how they can help critique documents.
   • Design brochures and web pages
   • Conduct basic usability testing

2. **Supporting Competency**. The students are expected able to:
   • Comprehend guidelines for effective word choice, sentence construction, and paragraph organization.
   • Understand why document design is important in business communication.
   • Understand basic guidelines for document design.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the Chapter 5 and 6 objectives; • Effective business and administrative writing		Lecturing
Delivery	• Effective business and administrative writing • Making readable sentences and paragraphs • Communicating the meaning and attitude • Effective strategies for planning, revising, using boilerplates, and integrating technology into the writing process • Making visually attractive document • Designing brochures, web pages, and usability testing	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Inform the student the next 4th meeting material • give assessment / homework to the students	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Text Book : Chapter 5 and 6		

WEEK   : **5**
Duration   : 2 x 50 minutes
Topic   : Communication across culture.
Sub-Topic   : How the values, beliefs, and practices of different cultures affect business communication

Nonverbal and oral communication

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:

- Recognize why diversity is becoming more important.
- Recognize how non-verbal communication impacts cross-cultural communications.
- Understand how to adapt oral communication for cross-cultural communications.
- Understand how to adapt written communication for international audiences.

3. **Supporting Competency**. The students are expected able to:
- Understand why global business is important.
- Acknowledge how our values and beliefs affect our responses to other people.
- Recognize why it is important to check cultural generalizations.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the Chapter 7		Lecturing
Delivery	• How the values, beliefs, and practices of different cultures affect business communication • Nonverbal and oral communication	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Inform the student the next 5th meeting material • give assessment / homework to the students	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Text Book : Chapter 7		

WEEK   : **6**
Duration   : 2 x 50 minutes
Topic   : Working & Writing in Teams
Sub-Topic   : Team Interaction
                    Working on diverse teams
                    Conflict resolution
                    Effective meetings
                    Technology in teams
                    Collaborative writing

Learning Outcomes of Lesson:

1. **Main Competency**. The students are expected able to:
   - Acknowledge different kinds of productive and non-productive roles in teams
   - Develop team decision-making strategies
   - Understand techniques for resolving conflict
   - Understand techniques for making meetings effective
   - Understand techniques for collaborative writing

2. **Supporting Competency**. The students are expected able to:
   - Realize characteristics of successful teams

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the Chapter 8 objectives		Lecturing
Delivery	• Skills needed for successfully working and writing in teams • Strategies for conflict resolution • Team interactions • Effective meetings • Collaborative writing	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Inform the student the next 6th meeting material • give assessment / homework to the students	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Text Book : Chapter 8		

WEEK : **7**
Duration : 2 x 50 minutes
Topic : Student quiz
Sub-Topic : Student quiz

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   - Understand the lesson learned from previous chapters.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the objective of quiz		Lecturing
Delivery	• Evaluate and take score for the quiz based on lesson learned on previous chapters.	• Presenting their topic in front of the class	Beamer/ LCD Black / White Board
Closing	• Give assessment of the course to the students	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Student quiz materials		

WEEK : **8**
Duration : 2 x 50 minutes
Topic : Teams & Technology
Sub-Topic : Skills needed for successfully working and writing in teams
Strategies for conflict resolution
Team interactions
Effective meetings
Collaborative writing
Most-used types of messages
Different types of communication hardware
Common media used in the workplace
Information overload

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   - Understand how technology is changing business communication
   - Recognize when and how to use common business media

3. **Supporting Competency**. The students are expected able to:
   - Learn how to organize informative and positive messages
   - Compose some of the common varieties of informative and positive messages

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the Chapter 9 objectives		Lecturing
Delivery	• Skills needed for successfully working and writing in teams • Strategies for conflict resolution • Team interactions • Effective meetings • Collaborative writing • Most-used types of messages • Different types of communication hardware • Common media used in the workplace • Information overload	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Inform the student the next 7th meeting material • give assessment / homework to the students.	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Text Book : Chapter 9		

WEEK   : **9**
Duration   : 2 x 50 minutes
Topic   : Delivering negative message
Sub-Topic : Ways to deliver negative messages
                 Parts of negative messages
                 Tone of negative messages
                 Constructing negative messages

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   - Understand ways to organize negative messages.
   - Acknowledge ways to construct the different parts of negative messages.
   - Construct different kinds of negative messages.

4. **Supporting Competency**. The students are expected able to:
   - Improve the tone of negative messages.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the Chapter 10 and 11 objectives		Lecturing
Delivery	• Ways to deliver negative messages • Parts of negative messages • Tone of negative messages • Constructing negative messages • Strategy for delivering persuasive messages • Type of persuasive messages • Planning and organizing sales and fund-raising messages	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Inform the student the next 7th meeting material • give assessment / homework to the students.	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the		

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
	problem		
Reference	Text Book : Chapter 10 and 11		

WEEK   :   **10**
Duration   :   2 x 50 minutes
Topic   :   Student quiz
Sub-Topic   :   Student quiz

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   - Understand the lesson learned from previous chapters.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the objective of quiz		Lecturing
Delivery	• Evaluate and take score for the quiz based on lesson learned on previous chapters.	• Presenting their topic in front of the class	Beamer/ LCD Black / White Board
Closing	• Give assessment of the course to the students	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Student quiz materials		

WEEK   :   **11**
Duration   :   2 x 50 minutes
Topic   :   Resume & Job Application
Sub-Topic   :   Resume guidelines
                   Organizing a job search
                   Networking
                   Obtaining an internship
                   Prospecting job application letters
                   Creating an professional image

Learning Outcomes of Lesson:

1. **Main Competency**. The students are expected able to:
   - Prepare a detailed time line for their job search.
   - Deal with common difficulties that arise during job searches.
   - Handle the on-line portion of job searches.
   - Find the information needed to write a good job letter to a specific employer.
     Write a job letter that makes them look attractive to employers.

2. **Supporting Competency**. The students are expected able to:
   - Prepare a resume that makes them look attractive to employers.
   - Keep their resumes honest.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the objective of chapter 12 and 13 presentation		Lecturing
Delivery	• Resume guidelines • Organizing a job search • Networking • Obtaining an internship • Prospecting job application letters • Creating an professional image	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Inform the student the next 8th meeting material • give assessment / homework to the students	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the presentation; • evaluate and observe how the students raise questions.		
Reference	Text Book : Chapter 12 and 13		

WEEK : **12**
Duration : 2 x 50 minutes
Topic : Interviewing Proposal & Report Writing
Sub-Topic : Job interviews
Outlining interview questions
Enterprise Storage
Writing follow-up messages
Overview of the major types of reports
Writing proposals and progress reports
Analyzing information and writing reports

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   • Understand the kinds of interviews they may encounter.
   • Recognize what to do during the interview.
   • Understand how to answer common interview questions.
   • Recognize what to do after the interview.

2. **Supporting Competency**. The students are expected able to:
   • Understand the preparations before starting to interview.
   • Understand how to succeed at the first full-time job.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the Chapter 14 and 15 objectives		Lecturing
Delivery	• Job interviews • Outlining interview questions • Enterprise Storage • Writing follow-up messages • Overview of the major types of reports • Writing proposals and progress reports • Analyzing information and writing reports	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Inform the student the next 9th meeting material • give assessment / homework to the students	• Listening to the lecturer	Lecturing

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Text Book : Chapter 14 and 15		

WEEK : **13**
Duration : 2 x 50 minutes
Topic : Proposals & Progress Reports
Sub-Topic : Strategies for writing proposals and progress reports
Time efficiently
Analyzing data and information
Choosing information for reports
Organizing information for reports
Presenting information effectively
Writing formal reports

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   • Define report problems
   • Understand how to employ different research strategies

2. **Supporting Competency**. The students are expected able to:
   • Use and document sources

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the Chapter 17 and 18 objectives		Lecturing
Delivery	• Strategies for writing proposals and progress reports • Time efficiently • Analyzing data and information	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
	- Choosing information for reports - Organizing information for reports - Presenting information effectively - Writing formal reports		
Closing	- Inform the student the next 10th meeting material - give assessment / homework to the students	Listening to the lecturer	Lecturing
Evaluation	- evaluate the students activity during the lesson - evaluate and observe, how the students solve the problem		
Reference	Text Book : Chapter 17 and 18		

WEEK   :   **14**
Duration   :   2 x 50 minutes
Topic   :   Oral Presentation
Sub-Topic   :   Planning, organizing, and delivering effective oral presentations
                  Adapt a presentation to an audience
                  Guidelines for creating PowerPoint Presentations

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   - Planning presentations
   - Delivering good presentations

2. **Supporting Competency**. The students are expected able to:
   - Creating Power Point presentations

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the Chapter 19 objectives		Lecturing
Delivery	• Planning, organizing, and delivering effective oral presentations • Adapt a presentation to an audience • Guidelines for creating PowerPoint Presentations	• Listening into the Lecturer • Read the Text Book • Discussion • Presentation	Beamer/ LCD Black / White Board
Closing	• Inform the student the next 11th meeting material • give assessment / homework to the students	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Text Book : Chapter 19		

WEEK   : 14
Duration   : 2 x 50 minutes
Topic   : Student presentation
Sub-Topic : Student presentation

Learning Outcomes of Lesson:
1. **Main Competency**. The students are expected able to:
   • Show in their presentation an example of fundamental business communication in the daily life.
   • Present a special topic in the business communication course.
2. **Supporting Competency**. The students are expected able to:
   • Collect information from the Internet and presenting in front of audience.

DETAIL OF LECTURING ACTIVITY

Phase	TOPIC: Lecturer / Facilitator Activity	Students activity	Method / Lecturing Tools / Remarks
Introduction	• Introduce the objective of presentation		Lecturing
Delivery	• Evaluate and take score for the presentation based on: ❖ Contents ❖ Language and gesture ❖ References ❖ Presentation skill	• Presenting their topic in front of the class	Beamer/ LCD Black / White Board Students Laptop
Closing	• Give assessment of the course to the students	• Listening to the lecturer	Lecturing
Evaluation	• evaluate the students activity during the lesson • evaluate and observe, how the students solve the problem		
Reference	Student presentation		