LSPR Institute of Communication & Business — The Leading Graduate School of Communication & Business | ASEAN Global Campus — MASTER PROGRAMME	INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI	CODE RPS/PGP/S2/DCMM/ODD/BMDE

SEMESTER LEARNING PLAN					
SUBJECT	**CODE**	**MK Cluster**	**WEIGHT (credits)**	**SEMESTER**	**Date of Compilation**
Business & Media in the Digital Era	MAS9351		3 credits	1	February 2022

Authority/Approval	**RPS Development Lecturer**	**Subject Coordinator**	**Head of Study Program**
	Hersinta, PhD	Hersinta, PhD	Dr. Andika Witono, MM

Learning Outcomes	**PLO - Study Program charged to the Subject**	
	PLO 1 – K1	Students are able to develop science and technology in the field of communication and professional practice through research to produce innovative and tested work, especially in the field of digital media and its application in a business context.
	PLO 2 – K2	Students understand how to use communication theory to solve problems in society and apply it in professional and individual life, especially in understanding the concept of digital media and how media influences business dynamics and consumer behavior in the digital era.
	PLO 3 – GS1	Students are able to conduct validation or academic studies according to their field of expertise in solving problems in society or related industries through the development of their knowledge and expertise, especially in analyzing the impact of digital technology developments on the media industry and global business.

	PLO 4 – SS1	Students are able to solve problems in the field of communication by utilizing other fields of science in an interdisciplinary and multidisciplinary manner, especially in the role of digital media in various aspects of life, including in the context of business, public policy, and social interaction, so that an interdisciplinary approach is very important.
	PLO 5 – A10	Students are able to internalize the spirit of independence, struggle, and entrepreneurship in the study of Communication Science, especially in the use of digital media for business purposes, ensuring integrity in digital media communications and strategies.
Course Learning Outcomes (CLO)		
	CLO 1	**CLO 1** **Students will be able to analyze the dynamics of business and media in the digital era and their implications for the communications industry and the global economy.** **Related PLOs include:** ● **K1** - Using communication theory to understand the role of media in business and its application in society. ● **GS1** - Conduct validation or academic studies on digital media trends and their impact on the industry.
	CLO 2	**CLO 2** **Students will be able to implement digital media-based business strategies using modern communication technologies and platforms.** **Related PLO:** ● **K2** - Developing digital communication technologies and professional practices in the business world. ● **SS1** - Using an interdisciplinary approach to solve digital business and media challenges.

	CLO 3	**CLO 3** **Students are able to internalize the spirit of independence, struggle, and entrepreneurship in the use of digital media for business purposes, ensuring integrity in digital media communication and strategy.** **Related PLO:** ● **A10** - Internalizing the spirit of independence, struggle, and entrepreneurship in the study of Communication Science. Ensuring professionalism and integrity in the use of digital media for business purposes. ● **GS1** - Conduct validation or academic studies on digital media trends and their impact on the industry.
Final Competencies for Each Learning Stage (Sub-CLO)		

	Meeting 1 Students are able to understand the basic concepts of digital business and media and their evolution in the digital era. (PLO 1: Understanding communication theory in the context of digital business and its application in professional life.) Meeting 2 Students are able to analyze the role of media in shaping consumer behavior in the digital era. (PLO 1, PLO 2: Connecting communication theory with changes in consumer behavior in the digital era.) Meeting 3 Students are able to understand digital-based business models and how companies adopt new technologies. (PLO 1, PLO 2: Connecting business models with digital media strategies.) Meeting 4 Students are able to evaluate digital communication strategies in the business and media world. (PLO 1, PLO 4: Using an interdisciplinary approach in digital communication strategies.) Meeting 5 Students are able to develop data-driven digital marketing strategies. (PLO 2, PLO 4: Develop digital marketing strategies based on data analysis and trends.) Meeting 6 Students are able to understand the role of social media in digital business strategy. (PLO 2, PLO 4: Using social media as an effective business communication tool.) Meeting 7 Students are able to apply branding strategies in the digital business ecosystem. (PLO 3, PLO 4: Developing a digital media-based branding strategy.) Meeting 8 - Mid-Semester Exam (Midtest) Students will be evaluated on their understanding of fundamental business and digital media theories through case studies or

	written exams. (PLO 1, PLO 2: Tests understanding of digital media theory and application in business.) Meeting 9 Students are able to understand the impact of regulations and ethics in digital business. (PLO 4, PLO 3: Analyze regulatory policies in digital media and business.) Meeting 10 Students are able to apply crisis communication strategies in the digital era. (PLO 3, PLO 4: Designing communication strategies in digital business crisis situations.) Meeting 11 Students are able to analyze future technology trends and their impact on the media business. (PLO 3, PLO 5: Identify technology trends that will affect the media industry.) Meeting 12 Students are able to understand the role of big data and AI in digital media management. (PLO 4, PLO 5: Applying big data and AI in digital business strategies.) Meeting 13 Students are able to understand digital innovation in media business models. (PLO 1, PLO 2: Connecting digital innovation with modern media business models.) Meeting 14 Students are able to produce a digital media-based business communication strategy report. (PLO 3, PLO 4: Compiling a digital business report based on research and data analysis.) Meeting 15 - Final Semester Exam (Final Exam) Students will be tested in developing professional and responsible digital communication strategies through project presentations or case study-based exams. (PLO 3, PLO 5: Evaluate professional skills in digital business communication.)

	Correlation of PLO to Sub-CLO

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Sub-CLO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PLO 1 (K1)	✓	✓	✓	✓				Mid-term exam					✓			Final Exam
PLO 2 (K2)		✓	✓		✓	✓		Mid-term exam					✓	✓		Final Exam
PLO 3 (GS1)							✓	Mid-term exam		✓	✓			✓	✓	Final Exam
PLO 4 (SS1)				✓	✓	✓	✓	Mid-term exam	✓	✓		✓		✓		Final Exam
PLO 5 (A10)								Mid-term exam			✓	✓			✓	Final Exam

- **PLO 1 (K1)** is more dominant at the beginning of the meeting because it focuses on understanding the fundamental theories and concepts of business and digital media.
- **PLO 2 (K2)** emerged at several meetings focused on developing digital strategies and innovation in business.
- **PLO 3 (GS1)** is related to the application of technology and analysis of digital business trends.
- **PLO 4 (SS1)** is closely related to the evaluation of strategies and interdisciplinary approaches in digital communication.
- **PLO 5 (A10)** appears in several meetings that focus on professional responsibility, communication skills, and ethics in digital business.

Brief Description of Subject	This course examines the transformation of business and media in the digital era and its impact on communication strategies, marketing, and decision-making in the industrial world. Students will learn how digital technology, social media, big data, artificial intelligence (AI), and other digital trends shape modern business models and how companies interact with their consumers. Furthermore, this course explores the ethics, regulations, and challenges of digital media-based business

	communications. Through a theoretical approach and case studies, students will be able to develop innovative, data-driven communication strategies to navigate the dynamics of digital business in a professional and responsible manner.
Study Material: Learning materials	1. **Transforming Media Business Models in the Digital Era** o The evolution of media business models from conventional to digital o Media convergence and digitalization o The impact of digital technology on the media industry **Reference:** o **Book:** Purnama, S. (2022). *Digital Economy: Business Transformation in the Digital Era* . SADa Media. o **Journal:** Widagdhaprasana, M., & Dahana Sari, ASB (2024). Transformation of Media Business Models in the Digital Era: From Convergence to Digitalization. *ASPIKOM Journal of Communication Studies* , 11(2). 2. **Digital Economy and Business Transformation** o Utilization of technology in business development o Product and service innovation in the digital era o Opportunities and challenges of digital business **Reference:** o **Book:** Widina, P. (2021). *Digital Economics and Business* . Widina Book Publisher. o **Journal:** Roza, AM (2023). "Because News Can't Be Sold" Challenges and Opportunities in Developing Online Media Business. *Press Council Journal* , 26. 3. **Digital Business Strategy and Technopreneurship** o Developing business strategies in the digital era o The role of technopreneurship in business innovation o Digital business ecosystem and technopreneurship **Reference:** o **Book:** Author Team. (2021). *Digital Business: An Opportunity in the Digital Era* . Bintang Pusnas.

	o **Journal:** Aritonang, M. (2022). Digital Transformation: A Literature Review in the Business and Government Sectors. *EMBA Journal: Journal of Economics, Management, Business and Accounting Research* , 10(4).
	4. **The Future of Mass Media and Communication Civilization in the Digital Era**
	   o Changes in journalistic practices and media business models
	   o The role of artificial intelligence in communication
	   o Challenges and opportunities for mass media in the digital era
	
	Reference:
	
	   o **Books:** Siebel, T. (2019). *Digital Transformation: Survive and Thrive in an Era of Mass Extinction* . RosettaBooks.
	   o **Books:** Diderich (2020). Design Thinking for Strategy: Innovating Towards Competitive Advantage. Switzerland: Springer. Ch.3 p. 29-44
	
	   o **Journal:** Indainanto, YI (2021). The Future of Mass Media in the Digital Era. *Muqoddimah Scientific Journal: Journal of Social, Political and Humanitarian Sciences* , 5(1).

Library	**Main**
	☰ Purnama, S. (2022). *Digital Economy: Business Transformation in the Digital Era* . SADa Media. (Book) ☰ Author Team. (2021). *Digital Business: An Opportunity in the Digital Era* . Bintang Pusnas. (Book) ☰ Siebel, T. (2019). *Digital Transformation: Survive and Thrive in an Era of Mass Extinction* . RosettaBooks. (Book) ● Diderich (2020). Design Thinking for Strategy: Innovating Towards Competitive Advantage. Switzerland: Springer. (Book) ☰ Widina, P. (2021). *Digital Economics and Business* . Widina Book Publisher. (Book) ☰ Widagdhaprasana, M., & Dahana Sari, ASB (2024). Transformation of Media Business Models in the Digital Era: From Convergence to Digitalization. *ASPIKOM Journal of Communication Studies* , 11(2). (Journal)
	Supporters

	▣ Roza, AM (2023). "Because News Can't Be Sold" Challenges and Opportunities in Developing Online Media Business. *Press Council Journal* , 26. (Journal) ▣ Aritonang, M. (2022). Digital Transformation: A Literature Review in the Business and Government Sectors. *EMBA Journal: Journal of Economics, Management, Business, and Accounting Research* , 10(4). (Journal) ▣ Indainanto, YI (2021). The Future of Mass Media in the Digital Era. *Muqoddimah Scientific Journal: Journal of Social, Political and Humanitarian Sciences* , 5(1). (Journal) ▣ Anggoro, AS (2023). Communication Civilization in the Era of "Artificial Intelligence". *Press Council Journal* , 26. (Journal) ▣ Sklar, J. (2014). *Digital Doesn't Matter (And Other Advertising Heresies)* . Heresy Press. (Book)
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, *Infocus, Whiteboard,* Marker Learning Methods: Case Based Learning, Project Based Learning, Research Based Learning
Supporting lecturer	Dr. JA Wempi
Course Requirements	**NA**

Week 2	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
1	Students are able to understand the basic concepts of business transformation and digital media and their role in the global economy.	Able to explain the main concepts of digital business and the role of media in the industrial world.	Explanation of material (120'), discussion and questions and answers (30')	**Book:** Purnama, S. (2022). *Digital Economy: Business Transformation in the Digital Era* . SADa Media.	2.5%
2	Students are able to identify the transformation of global media business models and their implications for cross-country digital management.	Able to compare conventional and digital media business models.	Explanation of material (120'), discussion and questions and answers (30')	**Journal:** Widagdhaprasana, M., & Dahana Sari, ASB (2024). "Transformation of Media Business Models in the Digital Era: From Convergence to Digitalization." *ASPIKOM Journal of Communication Studies* .	2.5%
3	Students are able to analyze digital business strategies and their impact on marketing communications.	Able to evaluate data-based digital marketing strategies.	Explanation of material (120'), case study and discussion (30')	**Book:** Widina, P. (2021). *Digital Economics and Business* . Widina Book Publisher.	2.5%
4	Students are able to understand the role of social media in building digital business brands.	Able to identify social media communication strategies in branding.	Explanation of material (120'), discussion of case studies (30')	**Journal:** Roza, AM (2023). "Because News Can't Be Sold" Challenges and Opportunities in Developing Online Media Business. *Press Council Journal* .	2.5%
5	Students are able to design digital technology-based business communication	Able to develop digital-based communication strategies.	Explanation of material (120'), group discussion (30')	**Book:** Author Team. (2021). *Digital Business: An Opportunity in the Digital Era* . Bintang Pusnas.	4%

Week 2	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
	strategies that are adaptive to the global media landscape.				
6	Students are able to understand regulations and ethics in digital business and online media.	Able to identify legal policies related to digital business.	Explanation of material (120'), discussion of regulations (30')	**Journal:** Aritonang, M. (2022). "Digital Transformation: A Literature Review in the Business and Government Sectors." *EMBA Journal* .	4%
7	Students are able to develop digital entrepreneurship strategies based on technological innovation.	Able to design business strategies based on digital technology.	Explanation of material (120'), case study analysis (30')	**Books:** Siebel, T. (2019). *Digital Transformation: Survive and Thrive in an Era of Mass Extinction* . RosettaBooks.	4%
8	**Mid-Semester Exam (Midtest)**	Evaluation of understanding of theory and application of digital business strategies.	Case study based exams or written tests.	**Reference to previous material.**	20%
9	Students are able to analyze the influence of global digital media on cross-cultural consumer behavior.	Able to evaluate the impact of digital media on people's consumption patterns.	Explanation of material (120'), discussion of consumer trends (30')	**Book:** Indainanto, YI (2021). *The Future of Mass Media in the Digital Era* .	4%
10	Students are able to develop business communication strategies in facing the digital media crisis.	Able to design digital-based crisis communication strategies.	Explanation of material (120'), crisis communication simulation (30')	**Journal:** Anggoro, AS (2023). "Communication Civilization in the Artificial Intelligence Era." *Press Council Journal* .	4%
11	Students are able to carry out digital business communication simulations in the form of startup project presentations.	Able to apply digital business communication skills.	Business communication simulation (120'), reflective discussion (30')	**Journal:** Sklar, J. (2014). *Digital Doesn't Matter (And Other Advertising Heresies)* . Heresy Press.	4%

Week 2	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
12	Students are able to manage data- and AI-based digital business communications on various global platforms.	Able to evaluate the effectiveness of digital communication in business.	Explanation of material (120'), case study and data analysis (30')	**Journal:** Verčič, D., & Zerfass, A. (2021). "Digital Communication Management." *Public Relations Review* .	4%
13	Students are able to understand and evaluate business communication trends in the digital era and their implications for business relationship strategies.	Able to apply digital marketing concepts in business communications.	Explanation of material (120'), discussion of digital trends (30')	**Journal:** Heide, M., & Simonsson, C. (2018). "Developing Internal Crisis Communication." *Corporate Communications* .	4%
14	Students are able to produce business communication strategy reports based on research and digital data analysis.	Able to compile research-based digital business reports.	Explanation of material (120'), presentation of report (30')	**Books:** Kent, M.L. (2022). *The Future of Strategic Communication: Technology and Engagement in a Digital World* . Routledge.	4%
15	**Final Semester Exam (Final Exam)**	Final evaluation of digital business communication strategy.	Digital communication project presentation or case study based exam.	**Reference to previous material.**	30%

This table has been compiled according to your desired format, with the distribution of material shown.

Approved, Date: Head of the study program	Checked, Date: Course Coordination/Field of Expertise	Created, Date: The lecturer in question
(...)	(……………………)	(...)

Check : Quality Assurance Unit

(...)

Notes:

1. Study Program Graduate Learning Outcomes (PLO-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The PLO charged to a course is a number of learning outcomes of study program graduates (PLO-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.
3. Course CP (CLO) is a capability that is specifically described from the PLO that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CLO) is a capability that is specifically described from SPMK that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.
6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments . Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, 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 that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the percentage of the assessment for each sub-CLO achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CLO, and the total is 100%.
12. **TM=** Face to Face, **PT=** Structured Assignment , **BM=** Independent Learning.

No	*Forms of Learning Blended Learning (On-Line/E-Learning)*	EL
1	*E-Learning Videos*	EL-1
2	*Discussion at Forum*	EL-2
3	*Video Conference or Webinar (Web Seminar)*	EL-3
4	*E-simulation using software*	EL-4
5	*Vlog Presentation*	EL-5
6	*Writing Paper Online*	EL-6

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. **Presence.**

This component has a point value of **10%** of the total face-to-face meetings in class.

b. **Task.**

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points** .

c. **Midtest (Mid Semester Exam).**
    The mid-term exam (Midtest) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The Midtest can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The Midtest grade is weighted at **20%.**

d. **Final Exam (End of Semester Exam).**
    The final exam (Final Exam) is conducted in the 16th week of the total number of meetings. The Final Exam assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The Final Exam can take the form of a written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The Final Exam grade is weighted at **30%.**

Assessment Rubric

Level/Grade	Numbers/Scores	Job Description/Indicators
A	90.00 – 100	This is the achievement of superior students , namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize real problems in society/industry and are able to propose solution concepts.
A-	85.00 – 89.99	This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy.

B+	80.00 – 84.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy.
E	≤79,99	This is the achievement of students who do not carry out assignments and do not understand the material at all.