

 <div>LSPR Institute of Communication & Business <small>The Leading Graduate School of Communication & Business ASEAN Global Campus</small> MASTER PROGRAMME</div>		INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI			CODE RPS/PGP/S2/DCMM/IBCD
SEMESTER LEARNING PLAN					
SUBJECT	CODE	MK Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
International Business Communication in the Digital Age	IR4061		3 credits	2	February 2022
Authority/Approval	RPS Development Lecturer		Subject Coordinator		Head of Study Program
	Prof. Rudy Harjanto, M.Sn.		Hersinta, Ph.D		Dr. Andika Witono, MM
Learning Outcomes	PLO - Study Program charged to the Subject				
	PLO 1 – K1	Developing and applying knowledge in the field of communication, using methods and paradigms through research to produce innovative and tested work.			
	PLO 2 – K2	Understand how to use communication theory to solve problems in society and apply it in professional and individual life.			

	PLO 3 – GS5	Able to make decisions in the context of solving problems in the development of science and technology in the field of Communication Science or the communications industry that pays attention to and applies humanities values based on analytical or experimental studies of information and data;
	PLO 4 – SS2	Producing innovative, applicable and productive work in the form of social technology, management in the field of communication and matters related to communication.
	PLO 5 – A10	Internalizing the spirit of independence, struggle, and entrepreneurship in the study of Communication Science.
	Course Learning Outcomes (CLO)	
	CLO 1	Students will be able to explain and analyze cross-cultural communication theories and the dynamics of international business communication in the context of digital transformation. Students will also be able to understand the framework of globalization, the role of digital technology, and current issues affecting strategic communication between countries. Related PLO: K1, K2
	CLO 2	Students demonstrate cultural sensitivity and ethical attitudes in addressing differences in communication between cultures and countries. Students are also expected to develop an independent and entrepreneurial attitude and be responsive to the social complexities that arise in international business interactions in the digital age. Related PLO: A10
	CLO 3	Students are able to design effective, inclusive, and globally oriented digital technology-based international business communication strategies. Students are also able to develop content and deliver business messages professionally using relevant digital platforms. Related PLO: GS 5 , SS2
Final Competencies for Each Learning Stage (Sub-CLO)		

Meeting 1

Students are able to explain the basic concepts of international business communication and its role in the era of digital globalization.

PLO Achieved: K2, GS5 | CLO: 1, 3

Meeting 2

Students are able to distinguish the characteristics of intercultural communication and its implications in the context of cross-border business.

PLO Achieved: K2, A10 | CLO: 1, 2

Meeting 3

Students are able to analyze the forms and channels of communication used in digital-based international business practices.

PLO Achieved: K1, GS5 | CLO: 1, 3

Meeting 4

Students are able to evaluate communication challenges in multinational organizations and adaptive communicative approaches.

PLO Achieved: K1, A10 | CLO: 1, 2

Meeting 5

Students are able to explain the ethics of international communication in digital and multicultural environments.

PLO Achieved: A10, SS2 | CLO: 2, 3

Meeting 6

Students are able to identify the role of social media and digital platforms in strengthening global business communications.

PLO Achieved: K2, SS2 | CLO: 1, 3

Meeting 7

Students are able to design effective and culturally appropriate business communication messages in online communication.

PLO Achieved: SS2, GS5 | CLO: 3

Meeting 8 – Midterm Exam:

Evaluate understanding of digital-based international business communication concepts, theories, and strategies.

PLO Achieved: K1, K2, A10 | CLO: 1, 2

Meeting 9

: Students are able to develop technology-based business communication strategies that are adaptive to global change.

PLO Achieved: K1, SS2 | CLO: 3

Meeting 10

: Students are able to explain the use of big data and AI to support cross-border business communications.

PLO Achieved: K2, GS5 | CLO: 1, 3

Meeting 11

Students are able to assess the role of language and symbols in conveying business messages in a multicultural digital space.

PLO Achieved: K1, A10 | CLO: 1, 2

Meeting 12

Students are able to identify obstacles and solutions in technology-based cross-cultural communication.

PLO Achieved: K2, SS2 | CLO: 1, 3

Meeting 13

Students are able to conduct critical analysis of global communication case studies in the digital business world.

PLO Achieved: SS2, GS5 | CLO: 3

Meeting 14

: Students are able to develop digital communication strategies for international market penetration.

PLO Achieved: K1, SS2 | CLO: 3

Meeting 15

Students are able to present cross-cultural strategic communication ideas using a digital approach.

PLO Achieved: GS5, SS2 | CLO: 3

Meeting 16 – Final Examination

Final evaluation through a case study or digital international business communication strategy project.

PLO Achieved: K1, S2, SS2 | CLO: 1,

Correlation of PLO to Sub-CLO

PLO / Meeting	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
K1	✓	✓			✓		✓	Mid-term exam		✓		✓				Final Exam
K2		✓	✓	✓		✓		Mid-term exam	✓	✓		✓	✓			Final Exam
GK5	✓		✓			✓		Mid-term exam		✓		✓		✓	✓	Final Exam
SS2			✓		✓	✓	✓	Mid-term exam	✓		✓	✓	✓	✓		Final Exam
A10		✓	✓	✓	✓			Mid-term exam		✓						Final Exam

Brief Description of MK	<p>This course examines the dynamics of international business communication in the digital era, characterized by global connectivity, disruptive information technology, and increasingly diverse organizational cultures. Students will learn the theory and practice of cross-cultural communication in the context of international business, including digital communication strategies, the use of global social media, and the influence of artificial intelligence and big data in shaping business relations between countries. Using case studies and simulations, students are encouraged to design effective communication strategies to address the challenges of globalization and digitalization. This course also emphasizes the importance of cultural sensitivity, ethics, and cross-border and technological communication skills.</p>
Study Material: Learning materials	<p>Learning Study Materials</p> <p>1. Basic Concepts of International Business Communication</p> <ul style="list-style-type: none"> ● Definition and scope of international business communication ● Cultural differences in the context of global communication ● Barriers to cross-border communication <p>References:</p> <ul style="list-style-type: none"> ● Books: Guffey, M.E., & Loewy, D. (2021). <i>Business Communication: Process and Product</i> (10th ed.), Cengage Learning, Ch. 1–2, pp. 1–36. https://www.cengage.com/c/business-communication-process-and-product-10e-guffey ● Journal: Suryani, T. (2020). “International Business Communication in the Era of Globalization.” <i>Journal of Professional Communication</i> , 7(2), 145–160. https://jurnal.unmer.ac.id/index.php/jkp/article/view/4045 <p>2. Cross-Cultural Communication in Business Environment</p> <ul style="list-style-type: none"> ● Hofstede's theory and intercultural communication ● Adaptation strategies in cross-border negotiations

- Multinational communication case study

References:

- Books: Varner, II, & Beamer, L. (2018). *Intercultural Communication in the Global Workplace* (6th ed.), McGraw-Hill, Ch. 3 & 6, pp. 52–72, 118–137.
<https://www.mheducation.com/highered/product/intercultural-communication-global-workplace-varner-beamer/M9780073523934.html>
- Journal: Nugroho, HA (2019). “Cross-Cultural Communication Strategies in Multinational Companies.” *Journal of Communication Studies, UPN Veteran Yogyakarta* , 21(1), 88–102.
<https://jurnal.upnyk.ac.id/index.php/komunikasi/article/view/4572>

3. Digital Transformation and Global Communication

- The use of technology in global business communications
- Artificial Intelligence and Chatbot in global services
- Changes in communication behavior due to digitalization

References:

- Books: Kapoor, B., & Solomon, M. (2019). *Understanding Business Communication in a Digital World* , Wiley, Ch. 4–5, pp. 67–102.
<https://www.wiley.com/en-us/Understanding+Business+Communication+in+a+Digital+World-p-9781119564460>
- Journal: Rahmawati, F. (2021). “The Impact of Digital Technology on International Business Communication.” *Journal of Digital Communication Science* , 5(2), 120–135.
<https://journal.uinsgd.ac.id/index.php/komdig/article/view/4580>

4. Social Media and Personal Branding on the Global Stage

- International brand reputation and communication management
- Global platforms and digital culture
- Personal branding for cross-border business professionals

References:

	<ul style="list-style-type: none"> • Books: Kietzmann, J. H., & Canhoto, A. I. (2021). <i>Managing Brands in the Digital Age</i>, Routledge, Ch. 7, pp. 145–168. https://www.routledge.com/Managing-Brands-in-the-Digital-Age/Kietzmann-Canhoto/p/book/9780367339822 • Journal: Prasetyo, DA (2020). “Personal Branding on Social Media in a Global Context.” <i>Journal of Global Communication</i>, 9(1), 45–58. https://ejournal.undip.ac.id/index.php/komunikasiglobal/article/view/37032 <p>5. Ethics and Law in International Communication</p> <ul style="list-style-type: none"> • Code of ethics for cross-border communication • Global digital communications regulation • Privacy, data and international compliance <p>References:</p> <ul style="list-style-type: none"> • Books: Neher, WW, & Sandin, PJ (2018). <i>Communicating Ethically: Character, Duties, Consequences, and Relationships</i> (3rd ed.), Routledge, Ch. 9, pp. 211–233. https://www.routledge.com/Communicating-Ethically-Character-Duties-Consequences-and-Relationships/Neher-Sandin/p/book/9781138496426 • Journal: Fitriyani, R. (2022). “Global Communication Ethics in the Digital Era.” <i>Journal of International Communication Ethics</i>, 6(1), 21–34. https://jurnal.moestopo.ac.id/index.php/etikakom/article/view/5176
Library	Main
	<p>Main Library:</p> <ol style="list-style-type: none"> 1. Guffey, M. E., & Loewy, D. (2021). <i>Business Communication: Process and Product</i> (10th ed.). Cengage Learning. Ch. 1–2, pp. 1–36.

	<ol style="list-style-type: none"> 2. Varner, II, & Beamer, L. (2018). <i>Intercultural Communication in the Global Workplace</i> (6th ed.). McGraw-Hill. Ch. 3 & 6, pp. 52–72, 118–137. 3. Kapoor, B., & Solomon, M. (2019). <i>Understanding Business Communication in a Digital World</i> . Wiley. Ch. 4–5, pp. 67–102. 4. Kietzmann, J. H., & Canhoto, A. I. (2021). <i>Managing Brands in the Digital Age</i> . Routledge. Ch. 7, pp. 145–168. 5. Neher, W.W., & Sandin, P.J. (2018). <i>Communicating Ethically: Character, Duties, Consequences, and Relationships</i> (3rd ed.). Routledge. Ch. 9, pp. 211–233. <div style="background-color: #d3d3d3; padding: 5px;">Supporters</div> <p>Supporting Library:</p> <ol style="list-style-type: none"> 1. Suryani, T. (2020). “International Business Communication in the Era of Globalization.” <i>Journal of Professional Communication</i> , 7(2), 145–160. 2. Nugroho, HA (2019). “Cross-Cultural Communication Strategies in Multinational Companies.” <i>Journal of Communication Studies, UPN Veteran Yogyakarta</i> , 21(1), 88–102. 3. Rahmawati, F. (2021). “The Impact of Digital Technology on International Business Communication.” <i>Journal of Digital Communication Studies</i> , 5(2), 120–135. 4. Prasetyo, DA (2020). “Personal Branding on Social Media in a Global Context.” <i>Journal of Global Communication</i> , 9(1), 45–58. 5. Fitriyani, R. (2022). “Global Communication Ethics in the Digital Age.” <i>Journal of International Communication Ethics</i> , 6(1), 21–34.
Instructional Media	<p>Software: Power Point, Google Form.</p> <p>Hardware: Computer, <i>Infocus</i>, <i>Whiteboard</i>, Marker.</p> <p>Learning Methods: Case Based Learning, Project Based Learning, Research Based Learning</p>

Supporting lecturer	Dr. Abdelrahman Ali
Course Requirements	

Week 2	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms; Methods; Student Assignments	Learning Materials [Complete Reference]	Weight (%)
1	Students are able to understand the meaning and scope of international business communication.	Pre-class quiz and discussion	Interactive lecture (120'); group discussion (30')	Guffey, M. E., & Loewy, D. (2021). <i>Business Communication: Process and Product</i> (10th ed.), Cengage Learning, Ch. 1–2, pp. 1–36.	2.5
2	Students are able to explain cultural differences and barriers in global communication.	Reflective essay assignment	Discussion of cultural theory; case study (120')	Suryani, T. (2020). “International Business Communication in the Era of Globalization.” <i>Journal of Professional Communication</i> , 7(2), 145–160.	2.5
3	Students are able to apply theory-based cross-cultural communication strategies.	Negotiation simulation	Group presentation; interactive study (120')	Varner, II, & Beamer, L. (2018). <i>Intercultural Communication in the Global Workplace</i> (6th ed.), McGraw-Hill, Ch. 3 & 6, pp. 52–72, 118–137.	4
4	Students are able to evaluate communication practices in multinational organizations.	Text analysis & journal review	Lecture (60'); discussion of scientific articles (60')	Nugroho, HA (2019). “Cross-Cultural Communication Strategies in Multinational Companies.” <i>Journal of Communication Studies</i> , 21(1), 88–102.	2.5
5	Students are able to explain the role of digital technology in global business communications.	Platform analysis tasks	Interactive discussion (90'); application practice (60')	Kapoor, B., & Solomon, M. (2019). <i>Understanding Business Communication in a Digital World</i> , Wiley, Ch. 4–5, pp. 67–102.	4

Week 2	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms; Methods; Student Assignments	Learning Materials [Complete Reference]	Weight (%)
6	Students are able to identify changes in digital communication behavior.	Quizzes & open discussions	Lectures & reflections on digital trends (120')	Rahmawati, F. (2021). "The Impact of Digital Technology on International Business Communication." <i>Journal of Digital Communication Studies</i> , 5(2), 120–135.	2.5
7	Students are able to assess the role of social media and personal branding in global business.	Media analysis assignment	Group presentation & digital discussion (120')	Kietzmann, J. H., & Canhoto, A. I. (2021). <i>Managing Brands in the Digital Age</i> , Routledge, Ch. 7, pp. 145–168.	4
8	Midterm Exam – Evaluation of International Business Communication Theory and Application	Written exam or case study	Classroom exam (120')	Meeting materials 1–7	20
9	Students are able to develop cross-cultural brand communication strategies.	Digital branding strategy	Branding simulation & peer review discussion (120')	Prasetyo, DA (2020). "Personal Branding on Social Media." <i>Journal of Global Communication</i> , 9(1), 45–58.	4
10	Students are able to manage digital reputation in global business communications.	Online reputation case analysis	Case discussion & platform exercises (120')	Kapoor, B., & Solomon, M. (2019), Ch. 6, pp. 103–122.	4
11	Students are able to evaluate the use of global channels in the dissemination of business information.	Communication channel study	Cross-platform workshop & simulation (120')	Guffey, M.E., & Loewy, D. (2021), Ch. 8, pp. 167–192.	4
12	Students are able to apply international business communication ethics in a digital context.	Ethical reflection & class discussion	Analysis of ethical violation cases (120')	Neher, W.W., & Sandin, P.J. (2018). <i>Communicating Ethically</i> (3rd ed.), Routledge, Ch. 9, pp. 211–233.	4
13	Students are able to analyze international digital communication regulations.	Paper assignment	Regulation discussion & mini presentation (120')	Fitriyani, R. (2022). "Global Communication Ethics." <i>Journal of</i>	4

Week 2	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms; Methods; Student Assignments	Learning Materials [Complete Reference]	Weight (%)
				<i>International Communication Ethics</i> , 6(1), 21–34.	
14	Students are able to examine data privacy and security in global communications.	Group discussion	Global policy workshop & review (120')	Suber, P. (2016). <i>Open Access</i> , MIT Press, Ch. 5, pp. 87–102.	4
15	Final Exam – Global Communication Project Presentation	Final project presentation	Group presentation (120')	All references	30
16	Students are able to reflect on their learning and professional contributions in international business communication.	Final reflection	Closing discussion & class evaluation (120')	All references	4

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	<i>Forms of Learning Blended Learning (On-Line/E-Learning)</i>	EL
1	<i>E-Learning Videos</i>	EL-1
2	<i>Discussion at Forum</i>	EL-2
3	<i>Video Conference or Webinar (Web Seminar)</i>	EL-3
4	<i>E-simulation using software</i>	EL-4
5	<i>Vlog Presentation</i>	EL-5
6	<i>Writing Paper Online</i>	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.