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/BCM/ODD/TBS

SEMESTER LEARNING PLAN

SUBJECT	CODE	MK Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Technology and Business Sustainability	MKT7091		3 credits	3	February 2023

	RPS Development Lecturer	RMK Coordinator	Head of Study Program
Authority/Approval	Dr. dr. Bayu Prawira Hie	Dr. Anita Rosana, MA.	Dr. Andika Witono, MM

Learning Outcomes	**CPL - Study Program charged to the Constitutional Court**	
	CPL 1 – P1	**P1** – *Philosophy of communication science and communication research paradigms which include ontology, epistemology, axiology, and methodology.* Students are able to critically analyze the relationship between technology, business sustainability, and communication using a communication science philosophy approach.
	CPL 2 – P2	**P2** – *Communication theory with various communication science contexts to produce innovative work and solve problems in society in the field of communication science or the communication industry.* Students are able to design innovative technology-based communication strategies that can address social, environmental, and economic sustainability issues in organizations, the communications industry, and communities.

	CPL 3 – KU5	**KU5** – *Able to make decisions in order to solve problems in the development of science and technology that pay attention to and apply humanities values based on analytical or experimental studies of information and data.* Students are able to make strategic and solution-based decisions in designing and implementing technology-based communication strategies for business sustainability, based on the results of analytical or experimental studies.
	CPL 4 – KK2	**KK2** – *Able to produce scientific works in the form of a thesis or other equivalent form of final assignment, and published works in national or international accredited journals, and/or national or international seminar proceedings.* Students are able to create research works that can contribute to problems in the fields of technology and sustainability in business.
	CPL 5 – S3	**S3** – *Contributing to improving the quality of life in society, the nation, the state, and the progress of civilization based on Pancasila.* Students are able to design technology-based sustainability communication strategies that are oriented towards public interests, community empowerment, and environmental sustainability, as a form of social and national responsibility.
	Course Learning Outcomes (CPMK)	
	CPMK 1	Students are able to critically explain the basic concepts and theories of sustainability and the role of technology in shaping sustainable business strategies. They are also able to analyze various national and global case studies related to technology integration in sustainable business. **Related CPL codes:** ✅ **P1** – Students are able to critically analyze the relationship between technology, business sustainability, and communication using a communication science philosophy approach. ✅ **P2 -** Students are able to design innovative technology-based communication strategies that are able to address social, environmental, and economic sustainability issues in organizations, the communications industry, and communities.

	CPMK 2	Students demonstrate sensitivity to environmental, social, and technological issues that impact business sustainability. They are also able to internalize the values of sustainability and technological ethics in decision-making and express opinions professionally in scientific forums. **Related CPL codes:** ✅ **KU5** – Strategic and solution-based decisions in designing and implementing technology-based communication strategies for business sustainability, based on the results of analytical or experimental studies. ✅ **S3** – Designing technology-based sustainability communication strategies that are oriented towards public interest, community empowerment, and environmental sustainability, as a form of social and national responsibility.
	CPMK 3	Students will be able to design innovative, technology-based solutions to support business sustainability through simple, applicable projects or prototypes. They will also be able to collaboratively develop implementation plans for digital-based sustainability communications. **Related CPL codes:** ✅ **KK2** – Creating research works that can contribute to problems in the field of technology and sustainability in business.
	Final Competence of Each Learning Stage (Sub-CPMK)	

	Correlation of CPL to Sub-CPMK

Sub-CPMK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CPL1	√	√	√	√	√	√	√	Mid-term exam							Final Exam
CPL2		√	√	√	√	√	√	Mid-term exam	√	√	√	√	√	√	Final Exam
CPL3				√	√	√	√	Mid-term exam	√	√	√	√	√	√	Final Exam
CPL4								Mid-term exam	√	√	√	√	√	√	Final Exam
CPL5								Mid-term exam	√	√	√	√	√	√	Final Exam

Brief Description of MK	This course examines the relationship between technological developments and business sustainability within the context of digital transformation and corporate social responsibility. Students are encouraged to understand how technology can be strategically utilized to support economic, social, and environmental sustainability. The main focus includes the adoption of green technology, digital innovation, the circular economy, and data-driven sustainable business practices. Through case analysis, critical discussions, and research-based projects, students will develop systemic thinking skills in designing communication and management solutions that adapt to sustainability challenges in the digital era.

Study Material: Learning materials	**1. Basic Concepts of Sustainability and Technological Transformation** ● The evolution of sustainability in business ● The role of technology in supporting the SDGs ● Digital transformation for sustainability **Reference:** ● Books: Elkington, J. (2018). *Green Swans: The Coming Boom in Regenerative Capitalism* . Fast Company Press. ● Books: Boons, F., & Lüdeke-Freund, F. (2017). *Business Models for Sustainable Innovation* . Routledge. ● Journal: Bocken, N. M. P., Short, S. W., Rana, P., & Evans, S. (2019). "A Literature and Practice Review to Develop Sustainable Business Model Archetypes." *Journal of Cleaner Production* , 65(1), 42-56. **2. Technology and Innovation for Sustainability** ● Green tech, AI, and IoT in sustainability ● Digital innovation for energy and resource efficiency **Reference:** ● Buku: George, G., Schillebeeckx, S. J. D., & Makunda, P. (2020). *Handbook of Inclusive Innovation: The Role of Organizations, Markets and Communities in Social Innovation*. Edward Elgar Publishing. ● Jurnal: Lozano, R. (2020). "Sustainable Business Models: Providing a More Holistic Perspective." *Business Strategy and the Environment*, 29(6), 2652–2660. ● Jurnal: Kamble, S. S., Gunasekaran, A., & Dhone, N. C. (2021). "Industry 4.0 and Lean Manufacturing Practices for Sustainable Organizational Performance in Indian Manufacturing Companies." *International Journal of Production Economics*, 231, 107871. 3. **Model Bisnis Berkelanjutan dan Circular Economy** ● Prinsip circular economy

	● Integrasi nilai ekonomi, sosial, dan lingkungan **Referensi:** ● Buku: Lacy, P., & Rutqvist, J. (2016). *Waste to Wealth: The Circular Economy Advantage*. Palgrave Macmillan. ● Jurnal: Kirchherr, J., Reike, D., & Hekkert, M. (2017). "Conceptualizing the Circular Economy: An Analysis of 114 Definitions." *Resources, Conservation and Recycling*, 127, 221–232. ● Jurnal: Ranta, V., Aarikka-Stenroos, L., & Mäkinen, S. J. (2018). "Creating Value in the Circular Economy: A Structured Multiple-Case Analysis of Business Models." *Journal of Cleaner Production*, 201, 988–1000. 4. **Komunikasi Strategis untuk Sustainability** ● Komunikasi keberlanjutan Perusahaan. ● Strategi media digital dan CSR branding. **Referensi:** ● Buku: Kent, M. L. (2022). *The Future of Strategic Communication: Technology and Engagement in a Digital World*. Routledge. ● Jurnal: Etter, M., & Nielsen, F. A. (2019). "Communicative Capitalism and Sustainability Communication on Twitter: A Cross-sectoral Study." *Journal of Business Ethics*, 154(2), 411–424. ● Jurnal: De Jong, M. D., Harkink, K. M., & Barth, S. (2018). "Making Green Stuff? Effects of Corporate Greenwashing on Consumers." *Journal of Business and Technical Communication*, 32(1), 77–112. **5**. **Pengukuran, Evaluasi, dan Implementasi Strategi Berkelanjutan** ● Indikator kinerja berkelanjutan (ESG, GRI) ● Studi kasus global dan lokal **Referensi:**

	● Buku: Epstein, M. J., & Buhovac, A. R. (2014). *Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts*. Berrett-Koehler Publishers. ● Jurnal: Schaltegger, S., & Wagner, M. (2017). "Managing and Measuring the Business Case for Sustainability: Capturing the Relationship Between Sustainability Performance, Business Competitiveness and Economic Performance." *International Journal of Management Reviews*, 19(4), 479–508.
Pustaka	**Utama**
	1. Elkington, J. (2018). *Green Swans: The Coming Boom in Regenerative Capitalism*. Fast Company Press. (Buku) 2. Boons, F., & Lüdeke-Freund, F. (2017). *Business Models for Sustainable Innovation*. Routledge. (Buku) 3. Lacy, P., & Rutqvist, J. (2016). *Waste to Wealth: The Circular Economy Advantage*. Palgrave Macmillan. (Buku) 4. Kent, M. L. (2022). *The Future of Strategic Communication: Technology and Engagement in a Digital World*. Routledge. (Buku) 5. Epstein, M. J., & Buhovac, A. R. (2014). *Making Sustainability Work*. Berrett-Koehler Publishers. (Buku) 6. Bocken, N. M. P. et al. (2019). "Sustainable Business Model Archetypes." *Journal of Cleaner Production*. (Jurnal) 7. Lozano, R. (2020). "Sustainable Business Models." *Business Strategy and the Environment*. (Jurnal) 8. Kirchherr, J. et al. (2017). "Conceptualizing the Circular Economy." *Resources, Conservation and Recycling*. (Jurnal)
	Pendukung
	1. Kamble, S. S. et al. (2021). "Industry 4.0 and Lean Manufacturing Practices." *International Journal of Production Economics*. (Jurnal) 2. Ranta, V. et al. (2018). "Creating Value in the Circular Economy." *Journal of Cleaner Production*. (Jurnal) 3. Etter, M., & Nielsen, F. A. (2019). "Communicative Capitalism and Sustainability Communication." *Journal of Business Ethics*. (Jurnal) 4. De Jong, M. D. et al. (2018). "Effects of Corporate Greenwashing." *Journal of Business and Technical Communication*. (Jurnal) 5. Schaltegger, S., & Wagner, M. (2017). "Managing and Measuring Sustainability." *International Journal of Management Reviews*. (Jurnal) 6. George, G. et al. (2020). *Handbook of Inclusive Innovation*. Edward Elgar Publishing. (Buku)
Media Pembelajaran	Perangkat Lunak: Power Point, Google Form. Perangkat Keras: Komputer, *Infocus, Whiteboard,* Spidol. Learning Methods: Case based Learning, Project Based Learning, and Research based Learning

Supporting lecturer	Taufan Akbari, Ph.D.
Course Requirements	**There isn't any**

Sunday to-	**Final ability of each learning stage (Sub-CPMK)**	**Evaluation**		**Form of Learning; Learning Methods; Student Assignments [Estimated Time]**		**Learning materials**	**Assessment Weight (%)**
		Indicator	**Criteria & Techniques**	**Offline**	**Online**		
(1)	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**	**(7)**	**(8)**

Week 2	**Final Competence of Each Learning Stage (Sub-CPMK)**	**Evaluation**	**Learning Format; Learning Method; Student Assignments [Time Estimate]**	**Learning Materials [Library]**	**Assessment Weight (%)**
1	Students are able to explain the basic concepts of sustainability and the role of technology in sustainable business.	Able to identify the basic principles of sustainability and digital technology.	Explanation of material (60'), discussion and questions and answers (90')	Books: Elkington (2018), Boons & Lüdeke-Freund (2017)	4%

2	Students are able to explain the link between digital transformation and sustainable innovation in various industrial sectors.	Able to analyze the relationship between digital transformation and sustainability.	Visual presentation (90'), case study (30'), open discussion (30')	Journal: Lozano (2020), Kamble et al. (2021)	4%
3	Students are able to analyze the principles of the circular economy and apply them in business strategies.	Able to evaluate and formulate sustainable business models.	Case discussion (90'), group presentation (30'), personal reflection (30')	Book: Lacy & Rutqvist (2016); Journal: Kirchherr et al. (2017)	4%
4	Students are able to understand corporate communication strategies in communicating sustainability issues.	Able to design theory-based sustainability communication narratives.	Interactive lecture (90'), strategy simulation (30'), narrative writing (30')	Book: Kent (2022), Journal: Etter & Nielsen (2019)	4%
5	Students are able to explain the role of technology in reporting and evaluating company sustainability performance.	Able to compile data-based ESG indicators and reports.	Field study presentation (90'), report writing practice (60')	Book: Epstein & Buhovac (2014), Journal: Schaltegger & Wagner (2017)	4%
6	Students are able to link the concepts of green innovation and digitalization in developing sustainability strategies.	Able to design digital-based green business strategies.	Practical scenario (90'), group work (30'), article analysis (30')	Book: George et al. (2020), Journal: Bocken et al. (2019)	2.5%
7	Students are able to compare sustainability approaches between national and global companies.	Able to present a comparison of strategies in the context of globalization.	Group presentation (120'), interactive discussion (30')	Selected case studies from journals and current news	5%
8	**Mid-Semester Exam (UTS)**	Evaluation of understanding of the theory and application of organizational communication.	Case study based exams or written tests.	**Reference to previous material.**	20%

9	Students are able to develop sustainability strategies based on research and multidisciplinary approaches.	Able to compile sustainability research designs.	Research design workshop (90'), group discussion (30'), mini proposal assignment (30')	Mixed references from previous books & journals	4%
10	Students are able to analyze sustainability communication on social media and its challenges.	Able to compile sustainability digital campaign content.	Digital content practices (120'), peer-review evaluation (30')	Journal: De Jong et al. (2018), Kent (2022)	4%
11	Students are able to identify opportunities and challenges in using big data and AI in sustainable decision making.	Able to apply data-driven approaches.	Expert lecture (90'), scientific article analysis (60')	Journal: Kamble et al. (2021), George et al. (2020)	4%
12	Students are able to develop indicators and measure the social impact of a company's sustainability strategy.	Able to design social impact indicators (SROI, ESG).	Impact evaluation simulation (120'), group work (30')	Epstein & Buhovac (2014), Schaltegger & Wagner (2017)	4%
13	Students are able to compile strategic sustainability reports based on an effective communication approach.	Able to create communicative sustainability reports.	Report preparation (90'), guided discussion (60')	Kent (2022), Etter & Nielsen (2019)	2.5%
14	Students are able to compile scientific papers or business strategies based on sustainability study projects.	Able to formulate integrated sustainability strategies.	Paper review (90'), presentation consultation (60')	All previous references	2.5%

15	Students present their sustainability projects and receive feedback from lecturers and peers.	Able to defend arguments and projects professionally.	Group presentation (120'), discussion and feedback (30')	All previous references	
16	**Final Semester Exam (UAS)**	Final evaluation of the organization's communication strategy.	Communication project presentation or case study based exam.	**Reference to previous material.**	30%

Approved, Date: April 25, 2025 **Head of the study program**	**Checked, Date:** **Course Coordination/Field of Expertise**	**Created, Date:** **The lecturer in question**
(Dr. Andika Witono, MM)	**((Dr. Anita Rosana, MA.)**	**(.....)**
Check : Quality Assurance Unit **(.....)**		

Notes:

1. Study Program Graduate Learning Outcomes (CPL-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 CPL charged to a course is a number of learning outcomes of study program graduates (CPL-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.
3. Course CP (CPMK) is a capability that is specifically described from the CPL that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CPMK) 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-CPMK achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CPMK, and the total is 100%.
12. **TM=** Face to Face, **PT=** Structured Assignment , **BM=** Independent Learning.

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. **UTS (Mid Semester Exam).**
The mid-term exam (UTS) 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 UTS can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The UTS grade is weighted at **20%.**

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