

Course: Livestock Business Communication

1. **Type** : Specialization's Elective
2. **Code** : PTE 6308
3. **Credit** : 2/0
4. **Semester** : Even
5. **Description** :

This course is elective study of livestock business and policy interest with 2 credits. In the learning process of this course, students learn the business communication that encompasses the concept and nature of business communication, elements of communication in business context, group communication, team work, and leadership, business and professional meeting, negotiating for business, interview in business communication, negative news and crisis communication, communicating for employment, and intercultural business communication.

6. Course Outcomes (CO)

- CO 1 : Students can explain the crucial definition and communication characteristics in business context.
- CO 2 : Students can identify and explain the communication element in business context
- CO 3 : Students can design the effective business communication strategy
- CO 4 : Students can explain the cultural element in communication and the differentiation of crossed culture business communication

7. The Alignment Between CO and ELO

CO*	ELO**																	
	A				B			C				D						
	1	2	3	4	1	2	3	1	2	3	4	1	2	3	4	5	6	
CO 1	✓					✓		✓									✓	
CO 2							✓			✓							✓	
CO 3				✓			✓				✓	✓		✓				
CO 4			✓						✓				✓	✓				

*CO refers to point 6.

**Expected Learning Outcomes (ELO) are written below,

A. Attitudes and Behaviors	
The graduates are able to behave well, correctly, and culturally as the result of internalization and actualization of values and norms, which is reflected in a spiritual and social life through learning process, experience, research, and/or community development in the animal husbandry.	
1	Piety to God and be able to show religious attitude and maintain the humanity values in carrying the task, which is based on religion, moral, and ethics.
2	Be proud and love the homeland show nationalism, and contribute to the improvement of the life quality in the community, nation and country, and the advancement of civilization according to Pancasila.
3	Showing the social sensitivity and attention to the community and environment by respecting the culture diversity, view, religious, beliefs, and other people's opinion, and also obey the rules.
4	Be accountable in carrying the professional practice that includes ability to accept accountability towards decision and professional action. It shall be according to the scope of the practice under their responsibility and laws.

B. Mastery in Sciences	
Master the theory of the current science in the animal husbandry and its application.	
1	Able to master the current animal science and its application theory.
2	Able to master the livestock production science, animal nutrition and feed science, animal products technology, and the livestock social economics in relation to food security and environment.
3	Able to master the design, management, and development of livestock research.
C. Special Skills	
The graduates are able to develop science, technology, and arts in the animal husbandry through interdisciplinary/multidisciplinary innovative and tested research.	
1	Able to make innovation in the animal husbandry based on the development of science and technology.
2	Able to design interdisciplinary and multidisciplinary research in the animal husbandry.
3	Able to formulate and solve problems in the national development especially in terms of animal husbandry.
4	Able to solve problems and anticipate issues in the development of animal science and industry.
D. General Skills	
The graduates are able to manage resources by utilizing science, technology, and arts to solve problems in the animal husbandry with current science and also conduct research with accountability and full responsibility.	
1	Able to develop logical, critical, systematic, and creative thought through scientific research, creation of design in the science and technology, which pays attention and applies humanity values according to their expertise. The graduates are able to arrange scientific concept and the study result based on the principles, procedures, and scientific ethics.
2	Able to identify the science that becomes their research object and position it to a research map by using information technology in the context of science development and expertise implementation developed through interdisciplinary or multidisciplinary approaches.
3	Able to make a decision in the context of solving problems in the development of science and technology, which pays attention and applies humanity values based on analysis study or experiment towards information and data.
4	Able to communicate the result of reasoning and scientific research in form of thesis and scientific writing responsibly based on academic ethics in the accredited national journal.
5	Able to maintain the academic integrity generally and avoid the plagiarism practice.
6	Able to communicate spoken and written English effectively by using the information technology for the development of animal science and its implementation.

8. Course Content

Week	CO	Topic/Subtopic	Learning Activity	Assessment Tools	Allocated Time	Lecturer
1	CO 1	Introduction to Business Communication 1. Concepts of Communication in Business 2. Significance of Communication	Presentation & Discussion	Participation; Midterm	2 x 50 minutes	Team

		3. Effective Business Communication				
2		Nature of Business Communication 1. Internal Operational Communication 2. External-operational communication 3. Personal Communication	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
3	CO 2	Understanding Your Audience 1. Self Understanding in Communication 2. Difference in Perception 3. Understanding and Reaching your Audience	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
4		Intrapersonal and Interpersonal Business Communication: 1. Intrapersonal Communication 2. Self Concept and Dimension of Self 3. Interpersonal Need	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
5		1. Social Penetration Theory 2. Rituals of Conversation	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team

		3. Conflict in the Work Environment				
6		Delivering Your Message 1. Message 2. Principles of Verbal Communication 3. Language can be an obstacle to communication	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
7		Nonverbal Delivery in Business Communication: 1. Principles of nonverbal Communication 2. Type of Nonverbal Communication 3. Nonverbal strategies for success with your audience	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
Midterm Examination						
8	CO 3	Group Communication, Team Work, and Leadership: 1. Group life cycles and member roles 2. Group problem solving 3. Team work and leadership	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team

9		Business and Professional Meeting: 1. Prepare for and conduct business meeting 2. Using technology to facilitate business meeting	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
10		Negotiating for business: 1. Concept and guidelines for productive negotiation 2. Negotiation Strategy (distributive, integrative, mixed-motive)	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
11		Interview in business communication 1. Purpose of interview 2. Rules of conversation in interview	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
12		Negative news and crisis communication: 1. Delivering a negative news message 2. Eliciting negative news	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team

		3. Crisis communication on plan				
13		Communicating for Employment: 1. The differences between work-based skill and transferable skill 2. The power of networking	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
14	CO 4	Intercultural Business Communication: 1. Understanding intercultural communication 2. Common cultural characteristics. 3. Divergent cultural characteristics.	Presentation & Discussion	Participation; Midterm; Presentaion	2 x 50 minutes	Team
Final Examination						

9. Assessment

Component	CO	Percentage (%) for final grade	Minimum Satisfactory Level
Paper	CO 3	10	70
Presentation	CO 1; CO 2; CO 3; CO 4	30	70
Midterm	CO 1; CO 2	30	70
Final Examination	CO 3; CO 4	30	70
Total		100	

10. Lecturer

1. Team

11. Reference

1. Fielding, M. and F. Plooy-Ciliers. 2014. *Effective Business Communication in Organization*. Juta & Company Ltd, Cape Town.
2. Locker, K. O. and S. K. Kaczmarek. 2008. *Business Communication: Building Critical Skills*. McGraw Hill. London.
3. McLean, S. and M. Moman. 2012. *Communication for Business Success (Canadian Edition)*. Unnamed Publisher.
4. Tynan, L. D. Wolstencroft, B. Edmonson, D. Swanson, A. Martin, D. Grace, and A. Creed. 2015. *Communication for Business*. Oxford University Press. Melbourne.