

Module designation	Livestock Business Communication
Semester(s) in which the module is taught	Even semester
Person responsible for the module	Ir. Fransiskus Trisakti Haryadi, M.Si., Ph.D., IPM. Prof. Ir. Budi Guntoro, SPt., M.Sc., Ph.D., IPU., ASEAN Eng. Dr. Ir. Siti Andarwati, SPt., MP., IPM.
Language	Bahasa and English
Relation to curriculum	Specialization's Elective
Teaching methods	Classical lecture and discussion
Workload (incl. contact hours, self-study hours)	Total workload: 79 hours Contact hours: <ul style="list-style-type: none"> <li>- Lecture: 23 hours</li> <li>- Academic activity: 28 hours</li> </ul> Private study: 28 hours
Credit points	2/0
Required and recommended prerequisites for joining the module	None
Module objectives/intended learning outcomes	<p>Course Outcomes (CO):</p> <ol style="list-style-type: none"> <li>1. Students can explain the crucial definition and communication characteristics in business context.</li> <li>2. Students can identify and explain the communication element in business context.</li> <li>3. Students can design the effective business communication strategy.</li> <li>4. Students can explain the cultural element in communication and the differentiation of crossed culture business communication.</li> </ol> <p>Expected Learning Outcomes:</p> <ul style="list-style-type: none"> <li>- Mastery in Sciences: <ol style="list-style-type: none"> <li>1. Able to master the current animal science and its application theory. (CO1)</li> </ol> </li> <li>- Special skills: <ol style="list-style-type: none"> <li>1. Able to solve problems and anticipate issues in the development of animal science and industry. (CO3)</li> </ol> </li> <li>- General skills: <ol style="list-style-type: none"> <li>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. (CO2)</li> <li>2. 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. (CO4)</li> </ol> </li> </ul>
Content	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.			
Exams and assessment formats	<b>Assessment Components</b>	<b>Course Outcomes (CO)</b>		<b>Percentage (%)</b>
	1. Midterm exam (written test, take home exam, paper assignment)	CO1 & CO2		30
	2. Final exam (written test, take home exam, paper assignment)	CO3 & CO4		30
	3. Presentation	CO1, CO2, CO3, & CO4		40
	<b>Grade and Score</b>			
	<b>Grade</b>	<b>Score</b>	<b>Grade</b>	<b>Score</b>
	A	≥80	C+	45-49,9
	A-	75-79,9	C	40-44,9
	A/B	70-74,9	C-	35-39,9
	B+	65-69,9	C/D	30-34,9
	B	60-64,9	D+	25-29,9
	B-	55-59,9	D	20-24,9
	B/C	50-54,9	E	0-19,9
Study and examination requirements	The final grade in the module is composed of 30% performance on Midterm exam, 30% final exam, 40% presentation. Students must have a final grade of 70% or higher to pass			
Reading list	<ul style="list-style-type: none"> <li>- Fielding, M. and F. Plooy-Cilliers. 2014. Effective Business Communication in Organizations. Juta &amp; Company Ltd, Cape Town.</li> <li>- McLean, S. and M. Moman. 2012. Communication for Business Success (Canadian Edition). Unnamed Publisher.</li> <li>- Tynan, L., D.Wolstencroft, B. Edmondson, D. Swanson, A. Martin, D. Grace, and A. Creed. 2015. Communication for Business. Oxford University Press, Melbourne.</li> </ul>			