	YOGYAKARTA "VETERAN" NATIONAL DEVELOPMENT UNIVERSITY FACULTY OF SOCIAL AND POLITICAL SCIENCE BACHELOR PROGRAMME OF COMMUNICATION SCIENCE	DOCUMENT CODE RPS / COMMUNICATION SCIENCE S1/1530322/2023

COURSE DESCRIPTION

COURSE NAME	CODE :	Course Cluster	COURSE UNIT CREDIT (SKS)		SEMESTER	Compiler Date
Media Entrepreneurship (1530322)		concentration compulsory courses	T = 2 (3,2 ECTS)	P = 0	4	January 10, 2023

AUTHORIZATION	Developer Lecturer	Course Cluster Coordinator	Head of Study Programme
	1. SIKA NUR INDAH	Sika Nur Indah	Drs. Arif Wibawa, M.Sc.

Graduate Learning Outcomes (GLO)		
	Graduate Learning Outcomes (GLO) of the program imposed on this course	
	SS1	Demonstrate persuasive, informative, and transformative communication messages across various media platforms to support a career in the field of communication (LO10)
	GS1	Create creative and ethical works to foster innovation in the field of Communication (LO3).
	K3	Explain the social, cultural, ecological, political, economic, legal, and technological influences to address communication issues (LO9).
	A1	Demonstrate a spiritual, disciplined, creative, entrepreneurial, diligent, honest, excellent, and *defend the country* attitude in performing tasks within their area of expertise (LO1).
	Course Learning Outcomes (CLO)	
	CLO1	Students are able to explain the process of managing mass media starting from editorial, distribution and advertising (P3, S1)
	CLO2	Students are able to understand the concept of management in the media industry in various eras of media technology (P3)
	CLO3	Students are able to plan a media business in the midst of digital era media business competition (KK1, S1)

	CLO4	Students are able to create media business content that is acceptable to the market (KK1, KU1, S1)
	CLO5	Students are able to do SWOT analyst to design media business plan (CLO 3) (C4, A2, P2)
	CLO6	Students are able to explain the marketing concept and marketing communication in media business(CLO 3) (C2, A2, P1)
	CLO7	Students are able to explain the community role in media business support (CLO 3) (C2, A2, P1)
	CLO8	Students are able to design media business model with utilize the canva business model (CLO 3) (C3, A4, P2)
	CLO9	Students are able to make media business plan proposal (CLO 3) (C6, A4, P3)
	CLO10	Student are able to implementation media business plan in a media business content (CLO 4) (C6, A4, P3)

Final competencies of each learning stage (Sub-CLO)	
Sub CLO1	Students are able to describe media business developments and opportunities (CLO 1) (C2, A2, P1)
Sub CLO2	Students are able to describe media business organizations (CLO 1) (C2, A2, P1)
Sub CLO3	Students are able to describe the management and functions of mass media management (CLO 2) (C2, A2, P1)
Sub CLO4	Students are able to analyze planning and decision-making processes (CLO 3) (C4, A2, P2)
Sub CLO5	Students are able to do a SWOT analysis in designing media business plans (CLO 3) (C4, A2, P2)
Under CLO6	Students are able to explain marketing concepts and marketing communications in the media business (CLO 3) (C2, A2, P1)
Sub CLO7	Students are able to explain the role of the community in supporting the media business (CLO 3) (C2, A2, P1)
Sub CLO8	Students are able to design a media business model using the Canva business model concept (CLO 3) (C3, A4, P2)
Sub CLO9	Students are able to make media business planning proposals (CLO 3) (C6, A4, P3)
Sub CLO10	Students are able to realize media business planning in a media business content (CLO 4) (C6, A4, P3)

Correlation between GLO to Sub-CLO				
CPL	**SS2**	**GS4**	**K3**	**A1**
Sub CLO1			X	X
Sub CLO2			X	X

Sub CLO3			X	
Sub CLO4	x			x
Sub CLO5	x			x
Under CLO6	x			x
Sub CLO7	x			x
Sub CLO8	x			x
Sub CLO9	x			x
Sub CLO10	x	x		x

Brief Description of the Courses	This course uses Indonesian and English introductory courses that focus on various material on management concepts and media business so as to direct content-based media business planning as its main business.
Materials Study/Material Learning	**1.** Media business changes **2.** Media business opportunity **3.** Characteristics of media organizations **4.** Problems in media organizations **5.** Management principles and functions **6.** SWOT analysis **7.** Marketing strategy **8.** Marketing mix **9.** Integrated marketing communications **10.** Build community **11.** media business model
References	**Primary :**
	1. Elly, Sara (2015). The Entrepreneurial Journalist's Toolkit: Manage Your Media. Burlingto: **2.** Hang, Min (2016). Media Corporate Entrepreneurship: Theories and Cases. Singapore: Springer Science+Business Media **3.** Morrisan, A. (2011). Broadcast Media Management Siregar, Dodi (2020). Technopreneurship: Strategy and Innovation. Medan: Our Writing Foundation
	Secondary:

	1. Thiel, Peter (2020). Zero to One. Translated by Alex Tri K. Jakarta: Gramedia Pustaka Utama. **2.** Youtube Chanel: https://www.youtube.com/watch?v=DeS_2KuGvUg **3.** Mod: https://static1.squarespace.com/static/568a65ddd82d5eb4328515d6/t/59e17b16f7e0ab03b6500d03/1507949828097/Building+A+Strong+Business+Model
Supporting lecturer	SIKA NUR INDAH
Prerequisite courses	None

Week-	**Final ability of each learning stage (Sub-CLO)**	**Assessment**		**Form of lesson Deductical methods Student assignment [Estimated Time]**		**Learning Materials [Reference] (Topics)**	**Rating Weight (%)**
		Indicator	**Criteria & Form**	**Offline**	**Online**		
(1)	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**	**(7)**	**(8)**

1	Students are able to describe the development and opportunities of the media business	1. Accuracy in describing the development of the media business	K=Rubrik B = Participation	FOL = Learning Process Activity DM = Lecture SA = Information-gap assignment		- Topic: development media business - Libraries: Kelly, Sara (2015) Hang, My (2016) Thiel, Peter (2020)	
2	Students are able to describe the development and opportunities of the media business	1. Accuracy in describing media business opportunities in the digital era	K=Rubrik B = Participation	FOL = Learning Process Activity DM = Lecture SA = Information Gap assignment		- Topic : media business opportunities - Libraries: Kelly, Sara (2015) Hang, My (2016) Thiel, Peter (2020); Youtube chanel	

3	Students are able to describe the organization media business	1. Accuracy in describing media business organizations including HR, finance, management, strategy, management, marketing communications, technology, communications, media convergence	K=Rubrik B = Participatio n	FOL = Learning Process Activity DM = Group discussion SA = Reasoning gap assignment		- Topics: HR, finance, strategic management, management, marketing communications, communication technology, media convergence - Libraries: Kelly, Sara (2015); Hang, Min (2016); Albarran et.al. (2006); Morissan, A.	

						(2011)	

4	Students are able to describe management and function of mass media management	1. Accuracy in explaining mass media management. 2. Accuracy in explaining the function of mass media management.	K=Rubrik B = Participation	FOL = Learning Process Activity DM = Group discussion IN =		- Topic: the concept and function of mass media management Betting: Albarran et.al. (2006); Morrison, A. (2011)	
5	Students are able to carry out a SWOT analysis in designing media business plans	1. Accuracy in SWOT analysis in designing media business plans	K=Rubrik B = Participation	FOL = Learning Process Activity DM = Group discussion SA = Reasoning gap assignment		- Topic: swot analysis - Libraries: Hang, Min (2016); Morrisan, A.(2011)	
6	Students are able to explain marketing concepts and marketing communications in the media business	1. Accuracy in explaining the concept of marketing strategy. 2. Accuracy in explaining the marketing mix concept.	K=Rubrik B = Participation	FOL = Learning Process Activity DM = Group discussion SA = Reasoning gap assignment		- Topic: marketing mix and strategy - all libraries	

7	Students are able to explain marketing concepts and marketing communications in the media business	1. Accuracy in explaining the concept of marketing communications	K=Rubrik B = Participation	FOL = Learning Process Activity DM = Group discussion SA = Reasoning gap assignment		- Topic: marketing communications - all libraries	
8	Mid Exam						

9	Students are able to explain the role of the community in supporting the media business	1. Ability to explain the role of the community in supporting the media business	K=Rubrik B = Participation	FOL= Learning process activities DM = Group discussion SA = Reasoning gap assignment		- Topic : Community in media business - Libraries: Kelly, Sara (2015); Thiel, Peter (2020)	
10	Students are able to design a media business model using Canva's business model concept	1. Ability to design a media business model into Canva's business model	K = Rubric B = Tugas Project	FOL = Structured Assignment Activities DM = Collaborative learning SA = Free entry		- Topic : canva business models - Libraries: module	

11	Students are able to design a media business model using Canva's business model concept	1. Ability to design a media business model into the Canva model	K = Rubric B = Tugas Project	FOL = Structured Assignment Activities DM = Collaborative learning SA = free entry		- Topic : canva business models - Libraries: module”	
12	Students are able to make media business planning proposals	1. Accuracy in preparing media business planning proposals	K = Rubric B = Tugas Project	FOL = Structured Assignment Activities DM = Project-based learning SA = Project assignment		- Topic : Business planning - All libraries	

13	Students are able to make media business planning proposals	1. Accuracy in preparing media business planning proposals	K = Rubric B = Tugas Project	FOL = Structured Assignment Activities DM = Project-based learning SA = Project assignment		- Topic : Business planning - - All libraries	
14	Students are able to make media business planning proposals	1. Accuracy in preparing media business planning proposals	K=Rubrik B=Asignment Project B = Presentation	FOL = Structured Assignment Activities DM = Class presentation SA = Free entry		- Topic : Business planning - All libraries	

15	Students are able to realize media business planning in a media business content	1. Accuracy in realizing media business content planning in a work	K=Rubrik B=Assignment Project B = FE	FOL = Structured Assignment Activities DM = Project-based learning SA = Project assignment		- Topic : Business planning - All libraries	
16	Final Exam						

	UNIVERSITAS PEMBANGUNAN "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCES** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**

Course Subject: MEDIA ENTREPRENEURSHIP			
Code: **1530322**	**Course unit credit : 2(3.2 ECTS)** **Semester: 4**	**Course cluster :** **Media and Journalism concentration**	**No:** **Date:**
AUTHORISATION	DRAFTING TEAM	**Course Coordinator: SIKA NUR INDAH**	**Study Program Coordinator: Drs. Arif Wibawa, M.Sc.**

Week (1)	**Sub CLO (2)**	**Form of Assessment (Assessment) (%) (3)**	**Weight (%) (4)**
	Sub CLO4 Students are able to analyze planning and decision-making processes (C4, A2, P2)	Cases() task Project Task() Task() Writing test () Presentation () Participation ()	
1,2	Sub CLO1 Students are able to describe media business developments and opportunities (C2, A2, P1)	Case Tasks (0,0) Project Tasks (0,0) Tasks (0,0) Writing Test (0,0) Presentation (0,0) Participation (2,2)	0 0 0 0 0 4
3	Sub CLO2 Students are able to describe media business organizations (C2, A2, P1)	Task Cases (0) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (2)	0 0 0 0 0 2
4	Sub CLO3 Students are able to describe the management and functions of mass media management (C2, A2, P1)	Task Cases (0) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (2)	0 0 0 0 0 2
		Task Cases (0)	0

5	Sub CLO5 Students are able to do SWOT analysis in designing media business plans (C4, A2, P2)	Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (5)	0 0 0 0 5

6,7	Sub CLO6 Students are able to explain marketing concepts and marketing communications in media business (C2, A2, P1)	Case Tasks (0,0) Project Tasks (0,0) Tasks (0,0) Writing Test (0,0) Presentation (0,0) Participation (3,2)	0 0 0 0 0 5
8	**MID EXAMINATION**	**WRITING TEST**	**0**
9	Sub CLO7 Students are able to explain the role of the community in supporting the media business (C2, A2, P1)	Task Cases (0) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (2)	0 0 0 0 0 2
10,11	Sub CLO8 Students are able to design a media business model using the Canva business model concept (C3, A4, P2)	Case Tasks (0,0) Project Tasks (5,5) Tasks (0,0) Writing Test (0,0) Presentation (0,0) Participation (0,0)	0 10 0 0 0 0
12,13,14	Sub CLO9 Students are able to make media business planning proposals (C6, A4, P3)	Case Tasks (0,0,0) Project Tasks (10,10,5) Task(0,0,0) Writing Test (0,0,0) Presentation(0,0,15) Participation (0,0,0)	0 25 0 0 15 0
15	Sub CLO10 Students are able to realize media business planning in a media business content (C6, A4, P3)	Task Cases (0) Project Tasks (15) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	0 15 0 0 0 0
16	**FINAL EXAMINATION**	**WRITING TEST**	**15**
		Total Assessment	**100%**

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1st STUDENT ASSIGNMENT PLAN

Subject	**MEDIA ENTREPRENEURSHIP**		
Course code	1530322	SKS : 2 (3.2 ECTS)	Semester : 4
Lecturer	SIKA NUR INDAH		
Form of assignment	Structured Assignment		
Assignment title	Media Business Planning Proposal		
Sub CLO1 and Sub CLO2 and Sub CLO3 and Sub CLO4 and Sub CLO5 and Sub CLO6 and Sub CLO7 and Sub CLO8 and Sub CLO9	- Students are able to describe developments and business opportunities media - Students are able to describe media business organizations - Students are able to describe management and management functions mass media - Students are able to analyze the process of planning and decision making decision - Students are able to carry out a SWOT analysis in designing media business plans - Students are able to explain marketing and communication concepts marketing in the media business - Students are able to explain the role of the community in supporting media business - Students are able to design media business models using concepts canva business models - Students are able to make a media business planning proposal		
Assignment Description	This task is the main task in this course. Students in groups are asked to develop a media business planning proposal based on the concepts discussed in class.		
Outcomes Object	Media business proposal		

Assignment Method	Tasks are done in groups. Each group consists of 4-5 students. Each group was asked to discuss the media business they would be working on. The discussion covers all the concepts that have been discussed in class. Each group prepares a media business planning proposal and presents it in class.
External Shape and Format Media business proposal Powerpoint media business proposal ready to be presented	
Indicators and Rating Weights Assessment weight 65% of the total assessment of media business proposal projects (50%, indicators according to the rubric) Media business planning presentation (50%, indicators according to rubric)	
Implementation Schedule Sunday 12-14	
Others:	
References: **All Libraries**	
Yogyakarta, 10 January 2023	
SIKA NUR INDAH	

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2nd STUDENT ASSIGNMENT PLAN

Subject	MEDIA ENTREPRENEURSHIP		
Course code	1530322	SKS : 2 (2-0)	Semester : 4
Lecturer	SIKA NUR INDAH		
Form of assignment	Structured Assignments		
Assignment title	Media Business Content Sampling		
Sub CLO9 and Sub CLO10	- Students are able to make media business planning proposals - Students are able to realize media business planning in a media business content		
Assignment Description	This task is one form of realization of the media business proposal that has been prepared. In this assignment, students are asked to create content samples that are in line with the media business proposals that have been prepared previously.		
Outcomes Object	Media Content		
Assignment Method	Students are divided into several groups with 4-5 members. The group on this task is the same group on the task of preparing media business proposals. Content production is carried out by following the media business planning concept that has been prepared in the proposal.		

External Shape and Format

Media business content (audio/ video/ text/ audio video/ images/ etc.)

Indicators and Rating Weights

Assessment weight 35% of all project task assessment weights. Assessment indicators are in accordance with the work production rubric

Implementation Schedule

Weeks 15 and 16

Others:

References: All Libraries	
Yogyakarta, 10 January 2023	
SIKA NUR INDAH	