

Syllabus: Entrepreneurship for Language Students

Course Code: SSS3252

Credits: 4

Semester: Even (6th)

Course Description

This course provides students with the fundamental principles of leadership in the world of entrepreneurship. It focuses on applying these principles to cultivate potential and identify problems within an entrepreneurial environment⁴.

Learning Outcomes

Students will be able to:

- Master the foundational principles of leadership in the entrepreneurial world
- Apply these principles to foster potential
- Develop sensitivity to identify problems within an entrepreneurial setting

Main Topics

- Definition and Foundation of Leadership
- Models and Styles of Leadership
- Effective Leadership
- Visionary Leaders and Change
- Empowerment and Collaboration in Leadership
- Building Leadership Capacity within Organizations

Required Materials

- *Leading from Within* by David R. Kolzow
- *Leading Change* by John P. Kotter
- *50 Steps to Business Success* by Peter M. Cleveland

Assessment

- Minor quizzes (assignments, presentations): 10%
- Major quizzes: 45%
- Final examination (UAS): 45%

Syllabus: Introduction to Communication

Course Code: SSS2232

Credits: 2

Semester: Even (4th)

Course Description

This course is designed to help students study human communication by exploring theories and models of communication, the role and impacts of mass communication, and introductory knowledge of media. Students will also learn to identify, describe, and analyze communication events in daily life to make appropriate responses.

Learning Outcomes

Students will be able to:

- Master the rules and principles of communication.
- Utilize mass media and effective image creation to perform entrepreneurial functions
- Understand the definition of communication
- Comprehend various types of communication, including interpersonal, small group, organizational, mass, and public communication
- Understand communication models and their different forms
- Comprehend the functions and elements of communication.
- Apply communication theory in their role as a good communicator.
- Understand the relationship between communication and public relations (PR), negotiation, and work ethics

Main Topics

- Definition and Scope of Communication
- Types of Communication
- Communication Models and Theories
- Function and Elements of Communication
- Messages and Media
- Public Relations (PR) and PR Tools
- Negotiation and Work Ethics

Required Materials

- Berlo, David K.
The Process of Communication: An Introduction to Theory and Practice.
- Fisher, B. Aubrey and Katherine L. Adams.
Interpersonal Communication: Pragmatics of Human Communication.
- McQuil, Denis and Sven Windahl.
Communication Models for the Study of Mass Communication.
- Shannon, Claude E, and Warren Weaver.
The Mathematical Theory of Communication.

Assessment

- Minor Quizzes (assignments, presentations): 10%
- Major Quizzes: 45%
- Final Examination (UAS): 45%

Syllabus: Introduction to Graphic Design

Course Code: SSS2231

Credits:3

Semester: 1

Course Description

This course provides an introduction to the origins, development, and use of visual communication design in human life. It covers the basic elements and principles of design, as well as an introduction to software like Adobe Photoshop and Adobe Illustrator.

Learning Outcomes

Students will be able to:

- * Understand the visual elements and design principles for organizing them.
- * Utilize visual elements to create communicative and planned visuals.
- * Apply design skills using typography, photography, videography, and illustration.
- * Have general knowledge of fine arts, communication, and visual elements to solve communication problems.
- * Work collaboratively and communicate effectively.

Main Topics

- * Elements of Design (Conceptual, Visual, Relational, Practical)
- * Basic Color Theory
- * Visual Language (Principles of Design)
- * Identity Design and Software Application (Adobe Illustrator, Photoshop)

Required Materials

- * Sadjiman Ebdi Sanyoto, _Nirmana: Elemen-elemen Seni dan Desain_
- * Wucius Wong, _Beberapa Asas Merancang Trimatra_
- * Other supporting books on art and design.

Assessment

- * Minor Quizzes (Latihan): 0.83% each
- * Major Quizzes (Eksperimen, Kuis besar): 10% each
- * Final Examination (UAS): 60%

Syllabus: Proyek Kewirausahaan (Entrepreneurship Project)

Course Code:SSS3253

Credits: 4

Semester: 6

Course Description

This course emphasizes the practical application of entrepreneurship by training students to design and run their own businesses. It helps them develop skills such as negotiation, teamwork, opportunity analysis, and problem-solving. Students will learn to generate their own income and create new job opportunities.

Learning Outcomes

Students will be able to:

- * Develop an entrepreneurial spirit through project-based learning.
- * Master and apply basic principles of leadership, digital marketing, and business planning to start their own business.
- * Design an entrepreneurial activity that aligns with their interests and field of study, utilizing information and communication technology.
- * Demonstrate social awareness, a sense of responsibility toward the community and environment, and uphold Ma Chung's 12 core values.

Main Topics

- * Entrepreneurship as a Competency and Process
- * Creative Market Insights
- * Business Concept Creation
- * Identifying and Utilizing Opportunities
- * Anticipating Barriers [cite: 38]
- * Designing, Implementing, and Analyzing a Survey
- * Business Planning and Resource Management
- * Business Performance Evaluation

Required Materials

- * Hougard, S. (2005). The Business Idea. The Early Stages of Entrepreneurship

Syllabus: Public Speaking

Course Code: PIN 443

Credits: 4

Semester: 5

Course Description

This course focuses on the techniques of effective public speaking, covering various topics and purposes such as educating, entertaining, or influencing an audience. Students will learn to use visual aids to make presentations engaging and easy to understand. The course is delivered through project-based learning to build confidence and communication skills for collaboration and business ventures.

Learning Outcomes

Students will be able to:

- * Explain the principles and techniques of public speaking.
- * Practice as an event host and speaker at various public speaking events with fluency and confidence.
- * Present ideas in a structured and logical manner in a seminar or debate.
- * Deliver a motivational speech to influence others.
- * Present business plans or programs.
- * Review public places like tourist sites and restaurants.
- * Evaluate public speaking performance and suggest improvements.

Main Topics

- * Fundamentals of Public Speaking
- * Public Speaking and Speech Preparation
- * MC and Event Types
- * Becoming a Good Moderator
- * Preparing Presentations
- * Vocal and Public Speaking Nerves Management
- * Marketing and Debate Techniques
- * Negotiation and Effective Diplomacy

Required Materials

- * Directorate of Family Education Development, Ministry of Education and Culture (2019). Berbicara di Muka Umum].