

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE BACHELOR PROGRAM OF COMMUNICATION SCIENCE		DOCUMENT CODE CDU/ COMMUNICATION SCIENCE /S1/1530963/2023	
COURSE UNIT DESCRIPTION (CUD)				
COURSE UNIT (CU) & CODE: Job Training (1530963)		COURSE UNIT CLUSTER (CUC): university compulsory subject	ECTS CREDITS ALLOCATED: T = - P = 1.6	SEMESTER: 7 th
LANGUAGE OF INSTRUCTION: Bahasa Indonesia		COURSE UNIT TYPE: Compulsory	DATE CREATED: 1/10/2023	Level of course unit (according to EQF): Level 6 First Cycle Bachelor
AUTHORIZED	LECTURER OF CUD CREATOR:	CUC COORDINATOR:	COORDINATOR STUDY PROGRAM:  Arif Wibawa, M.Si.	
Learning Outcome (LO) CPL	Program Learning Outcome in Course Unit (PLO-CU) (CPL MATA KULIAH YANG ADA DI RPS INI SESUAI YANG DICENTANG)			
	A2	Act as a citizen who has social sensitivity; a sense of nationalism and responsibility to the state, nation and profession; as well as a sense of respect for cultural and religious diversity in improving the quality of life based on Pancasila		
	K2	Students are able to explain the fields, characteristics, arrangements, and methods of communication as a basis for carrying out tasks at the level of communication praxis		
	GS2	Able to practice public speaking to achieve effective communication		
	SS3	Able to make journalistic works, broadcasting, and marketing communications based on a code of ethics		

Course Description

This course is designed to provide students with practical knowledge and skills in the field of communication through on-site company visits. Students will have the opportunity to observe and learn from professionals in various communication-related roles within different industries. By immersing themselves in real-world communication environments, students will develop a better understanding of the industry and gain insights into potential career paths. Through this course, students will enhance their communication skills, critical thinking abilities, and professional network.

Learning Objectives

By the end of this course, students will be able to:

1. Understand the practical application of communication theories and concepts in real-world settings.
2. Observe and analyze communication strategies employed by professionals in different industries.
3. Develop effective communication skills through hands-on experiences and interactions with professionals.
4. Gain insights into various career paths in the field of communication.
5. Build a professional network of industry experts and potential mentors.
6. Reflect on their experiences and communicate their learnings effectively.

Course Schedule

Week 1: Introduction to Job Training (Company Visit)

- Course overview and expectations
- Introduction to the importance of company visits in communication studies
- Discussion on the benefits of practical learning experiences

Weeks 2-3: Preparing for Company Visits

- Researching and selecting companies to visit based on students' interests
- Understanding the communication roles and functions within different industries
- Developing a list of questions to ask during the visits

Weeks 4-13: On-Site Company Visits (2 visits per week)

- Students will visit different companies in various industries
- Observation and analysis of communication strategies and practices
- Interactions with professionals in communication-related roles
- Reflection and discussion sessions after each visit

Week 14: Professional Networking

- Understanding the importance of building a professional network
- Strategies for effective networking
- Guest speaker from the industry sharing their networking experiences

Week 15: Reflective Analysis

- Reflecting on the company visits and learning experiences

- Analyzing the impact of the visits on personal and professional growth
- Developing a reflective analysis report

Week 16: Course Conclusion and Presentation

- Presenting the reflective analysis reports
- Discussing key takeaways from the course
- Course evaluation and feedback

Expectations

- Attendance: Students are expected to attend all company visits and classroom discussions. If unable to attend, prior notification to the instructor is required.
- Participation: Active participation in discussions and activities is crucial for the learning experience.
- Professionalism: Students are expected to exhibit professional behavior during company visits and interactions with professionals.
- Respect: Respectful behavior towards professionals, fellow students, and the instructor is mandatory.
- Preparation: Students are expected to come prepared for each company visit by researching the company and preparing questions.

Assignments

- Company Research Report (Weeks 2-3): Students will research and select companies to visit and submit a report detailing their research process and reasons for selection.
- Reflective Analysis Report (Week 15): Students will write a reflective analysis report on their company visits, discussing their learnings, observations, and insights gained from the visits.

Assessments

- Attendance and Participation: 30%
- Company Research Report: 20%
- Reflective Analysis Report: 40%
- Professionalism and Preparedness: 10%

Required Readings

- Berger, A. A. (2014). Media and communication research methods: An introduction to qualitative and quantitative approaches. Thousand Oaks, CA: SAGE Publications.
- McQuail, D. (2010). McQuail's mass communication theory. Thousand Oaks, CA: SAGE Publications.
- O'Donnell, P., & Sharpe, T. (2019). Communication research methods: Quantitative and qualitative approaches (3rd ed.). Thousand Oaks, CA: SAGE Publications.

Note: Additional readings and resources will be provided throughout the course.

Grading Scale

- A: 90-100%
- B: 80-89%
- C: 70-79%
- D: 60-69%
- F: Below 60%

Academic Integrity

Students are expected to adhere to the principles of academic integrity throughout the course. Plagiarism or any form of cheating will not be tolerated and may result in disciplinary action