



Subject Module  
 Department of Agribusiness  
 Faculty of Agriculture  
 University of Islam Malang

## MODULE HANDBOOK

<b>Module Title</b>	Ethics and Communication Business
<b>Module Level, if available</b>	Undergraduate, Study Program of Agribusiness
<b>Course Code</b>	MKW60715
<b>Headings, if available</b>	-
<b>Course (MK)</b>	Ethics and Communication Business
<b>Semester</b>	3
<b>Course Coordinator</b>	Ir. M.Nurhadi Sujoni, MP
<b>Teaching Team</b>	Dr. A. Dedy S., S.ST., M.Si
<b>Language of instruction</b>	Indonesia Language / Inggris
<b>Linkages with the Curriculum</b>	Study Program : Agribusiness Specialization: Agribusiness Type: Compulsory/ <del>Elective</del>
<b>Learning Methods and Duration</b>	1. Lecture: 100 minutes/meeting (14 meetings) 2. Structured Assignments/individual and group Assignments presentation
<b>Student Study Load</b>	1. Lecture: 100 minutes/meeting (14 meetings) 2. Structured Assignments/quiz/group presentation 3. Attendance: 75% of total attendance
<b>Credit Weight</b>	2 Credits or 3,4 ECTS
<b>Requirements for Passing the Course</b>	<ul style="list-style-type: none"> <li>• Attendance &gt;75%</li> <li>• The final score of all the components of the learning evaluation &gt;50</li> </ul> The final score component: <ul style="list-style-type: none"> <li>• 30% Midterm Exam</li> <li>• 30% Final Exam</li> <li>• 30% Structured Assignments (individual and group)</li> <li>• 10% Presence</li> </ul>
<b>Prerequisite Courses</b>	-
<b>Learning Outcomes</b>	The expected learning outcomes are: <ol style="list-style-type: none"> <li>1. Able to respond to problems regarding entrepreneurship, agribusiness, and green food. (ILO 1)</li> <li>2. Able to analyze the concept of agribusiness ethics and quality protection in a multidisciplinary context for sustainable agribusiness (ILO 3)</li> <li>3. Able to analyze project management methods of business practices, risks and changes in an increasingly competitive environment.(ILO 4)</li> <li>4. Able to work efficiently, independently and teams work using a variety of methods to communicate effectively with in the</li> </ol>

	scientific community and society (ILO 9)
<b>Learning Content</b>	<p>After completing this course students are able to:</p> <ol style="list-style-type: none"> <li>1. Students have a working knowledge of the fundamental concepts of business ethics and communication.</li> <li>2. Students comprehend and are able to describe the modern world's ethics and communication.</li> <li>3. Students are able to articulate the business environment's moral responsibility and concept of justice in business.</li> <li>4. Students comprehend and are able to communicate Ethical Issues to Consumers, business communication and information technology.</li> <li>5. Students comprehend and can articulate the concept and application of sound corporate governance.</li> <li>6. Students able analyze GCG and CSR implementation cases in businesses.</li> </ol> <p>The courses include:</p> <ol style="list-style-type: none"> <li>1. Basic Concepts of Business Ethics and Communication</li> <li>2. Ethics and Communication in the Business Environment</li> <li>3. Ethics and Communication in International Business</li> <li>4. Ethics and Communication in the Modern World</li> <li>5. Moral Responsibility of the Business Environment</li> <li>6. Fairness in Business</li> <li>7. Ethical Issues Towards Consumers\s</li> <li>8. Communication and Information Technology in Business\s</li> <li>9. Lobbying and Business Negotiations</li> <li>10. Concept and Implementation of Good Corporate Governance</li> <li>11. Concept and Implementation of Corporate Social Responsibility</li> <li>12. GCG and CSR Implementation Cases in the Company\s</li> <li>13. Business Planning, Organizing and Execution</li> <li>14. Business Report Writing</li> </ol>
<b>Test Terms and Forms</b>	<p>Examination requirements: A minimum of 75 % attendance to attend the final exam</p> <p>Forms of examination: Essay</p>
<b>Learning Media</b>	Projector and screen, Zoom application, Google Classroom, e-book, WA Group, Learning Management System (LMS UNISMA)
<b>References</b>	<p><b>Main references:</b></p> <ol style="list-style-type: none"> <li>1. Danrivanto Budhijanto, 2012. "Law of Broadcasting telecommunications and technology", Jakarta: Refika Aditama</li> <li>2. Patricia, 2004. "Etika Public Relations", Jakarta: Erlangga.</li> <li>3. Indonesian advertising commission. 2007. "Indonesian Advertising Ethics- Indonesian Manners and Advertising Procedures. Edition:3</li> </ol> <p><b>Supporting reference:</b></p> <ol style="list-style-type: none"> <li>1. Articles</li> </ol>