MODULE HANDBOOK

UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminilkom@unesa.ac.id website: https://ikom.fish.unesa.ac.id/

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Corporate Social Responsibility/ 7020103083	(3CU X 1.59 ECTS) X 28.49= 135.89 Workhours	3 CU 4.77 ECTS	3th / odd	Once Year	14 x meetings

1	Types of courses	Contact hours	Independent Study	Structured Study	Class size
	Lectures Structured, Assignments, Independent Study	(3CU X 1,59 ECTS) X{(50:170') X 28,49 Workhours= 39, 97	(3CU X 1,59 ECTS) X{(60:170') X 28,49 Workhours = 39, 97	(3CU X 1,59 ECTS) X{(60:170') X 28,51 Workhours= 63,95	**MAX 50 STUDENT**

2	**Prerequisites for participation (if applicable)**

3	**Program Learning outcomes**

PLO 1.A
Promote religious attitude, nationalism, responsibility, and independence, as a reflection of the values of academic norms and ethics.

PLO 2.A
Implement logical, critical, and innovative thinking through the development of science and technology in its field of expertise.

	PLO 3.A Improve concepts, principles, and processes of planning and implementation of programmes of communication and social change.
	CLO : *Students are able the substance of corporate/agency programmes that are beneficial to the social and environment, information systems, internal and external impact of the company, as well as evaluation of CSR programmes. Learning is carried out over a semester with strategyxposition-discovery learning, methods used are lectures, discussions, case studies, simulations, and practice making CSR programs. Assessment is done through written tests, performance, and evaluation program activities.*
4	**Subject aims/Content** (learning objectives of the course/subject material) 1. Could explain and understand the definition of corporate social responsibility (CSR). 2. Could describe the measures of CSR activities in commpany. 3. Could formulate the social impact, economic aspects, and environmental. 4. Could design a CSR program 1. 5. Apply Social PR event marketing strategies. 6. Could analyze CSR implementation in instancescan. 7. Could identify a good CSR programme. 8. Could analyse a good CSMR program. 9. Can analyze the implementation of the CSR in the instance.
5	**Teaching methods** *Lecture Course, Project based Learning.*
6	**Assessment methods** *Product/Project, Participation, Assignment*
7	**This module/course is used in the following study program/s as well** -
8	**Responsibility for module/course** *Elective Course*
9	**Other information (References)** 1. Grunig, JE & Hunt, T. Managing Public Relations. New York: Holt, Rinehart & Winston. 2. Iriantara, Yosal.2004. Manajemen Strategis Public Relations. Jakarta: Ghalia. 3. Kasali, Rhenald. 1994. Manajemen Public Relations. Jakarta: Pustaka Grafiti. 4. Moore, Frazier.2004. Humas: Membangun Citra Dengan Komunikasi. Bandung: Rosda. 5. Kotler, P & Lee, N (2005). Corporate Social Responsibility. New Jersey : Wiley & Sons. Inc. 6. Suharti, E. (2007). Pekerjaan Sosial di Dunia Industri: Memperkuat Tanggung Jawab Sosial Perusahaan.Bandung : RefikaAditama. 7. Wibisono, Yusuf (2007). Membedah Komsep dan APlikasi CSR . Fascho Publishing