

## ASSESSMENT OF PROGRAM LEARNING OUTCOMES (PLO)

**COURSE** : English for Business Communication  
**CREDIT** : 6  
**STUDY PROGRAM** : English Literature  
**PERIOD** : 2019/2020 (2) \*tahun ajaran mata kuliah diberikan  
**CLASS** : 2016A  
**PARTICIPANTS** : 36

### PROGRAM LEARNING OUTCOMES

PLO6. Being able to create sound academic or non-academic works both oral and written for various audiences and purposes

PLO7. Being able to demonstrate English language proficiency as indicated by an English proficiency achievement equivalent to minimum CEFR level B2.

PLO8. Being able to demonstrate integrative and independent thinking, originality, imagination, experimentation, problem solving, ethical decision making, or risk taking in thought, expression, or intellectual engagement

### COURSE LEARNING OUTCOMES

CLO 1. Being able to demonstrate on designing public communication, consumer identity, representational ethics, plan business documents in in spoken and written text.

CLO 2. Being able to demonstrate the business communication in media relations especially business plan, product promotion on spoken and written advertisements.

CLO 3. Being able to respond on various business communication in socia media

### CLO-PLO CORRELATION

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
<b>CLO1</b>						V		
<b>CLO2</b>							V	
<b>CLO3</b>								V

<b>CLO 1</b>						V		
<b>CLO 2</b>							V	
<b>CLO 3</b>								V

### STUDENTS' PERFORMANCE

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
<b>Excellent</b>						67%	67%	67%
<b>Good</b>						33%	33%	33%
<b>Satisfactory</b>						0%	0%	0%
<b>Failed</b>						0%	0%	0%





