LSPR Institute of Communication & Business
The Leading Graduate School of Communication & Business

Business Faculty
Subject Syllabus

Subject Code	:
Subject Title	: Community Development
Subject Specification	: For For students in Business Faculty

Subject Overview :

The LSPR Institute of Communication and Business is part of the National Education improvement program, has the obligation to contribute to community development through various competencies possessed in the form of knowledge which knowledge can be implemented to the community. In addition, Article 1 Paragraph 11 of Law No. 12 of 2012 concerning Higher Education explains that community service is an academic community program that utilizes science and technology to advance community welfare and educate the nation's life. efforts to contribute to the progress of society. The definition of Community Service as mentioned above, in its implementation, must be supported by all citizens of Higher Education so that Higher Education can be a pioneer of change in society in a positive direction.

This course is an implementation of the Tri Dharma of Higher Education, namely education, research and community service. Community Development is part of education which in its implementation is synergized with community service and research. Students will implement the knowledge and skills that have been obtained from the Faculty of Business to the community and provide solutions to problems faced by the community. The community development carried out is a synergy between the LSPR Business Faculty and the Tourism Village that is being fostered so that it can run well, be sustainable and meet the target of community empowerment. This course also an implementation and in line with the target of the Sustainable Development Goals (SDGs).

The scope of this course is as follows:

1. Increasing community knowledge and skills through training in entrepreneurship, digital marketing, tourism marketing and event management;
2. Economic, social and cultural empowerment that supports sustainable tourism villages through cultural festivals
3. Social care activities, community assistance through consultancy, quality assurance, pioneering and increasing the productivity of community business groups.

Course Objectives :

1. Increase student empathy and concern.
2. Actualize knowledge , skills and technology in accordance with their competence

3. Apply personality values such as tenacity, work ethic and responsibility; independence, leadership and entrepreneurship.
4. Able to analyze problems and provide appropriate solutions in the community;
5. Able to design empowerment programs;
6. Able to carry out empowerment programs based on local wisdom and potentia
7. Able to formulate a performance reports of empowerment programs and present these report to stakeholders

Course method :

1. Lectures
2. Group discussion
3. Group presentation
4. Group project

Learning Outcomes:

1. Knowledge : know and understanding how apply the concept of entrepreneurship, leadership, digital technology, tourism promotion and event;
2. Skills : analytical, writing skills, presentation skill, leadership and problem solving;
3. Attitude: empathy, tolerance, solid in the team and be able to implementing community service program.

Course content :

This course will be delivered in 16 sessions as follows:

Week	Topic
1	Introduction to Community Development
2	Design Thinking
3	Writing for Community Development Program
4	Pra Survey 1
5	Survey Result
6	Proposal Presentation
7	Preparation for Implementation Community Development 1
8	**Mid Examination**
9	**Implementation Community Development 1**
10	Design for Festival of Community Development
11	Planning for Festival of Community Development
12	Presentation of Post Report of Implementation Community Development 1
13	Preparation for Festival of Community Development
14	Preparation for Festival of Community Development
15	**Implementation of Festival of Community Development**
16	**Final Examination**

Grading System

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations 35%

Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	**Symbol**	**Conversion Value**
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Topic	Area Discussion	Activities
1	Introduction to Community Development	a) The nature & content of "Tri Dharma Perguruan Tinggi" b) Overview village c) The value and scope of community development	1. Lecturer's presentation 2. Question and answer 3. Create group project
2	Design Thingking	a. Design thinking b. Research method (Interview, Observation, Pre and Post test Survey & Analysis)	1. Lecturer's presentation 2. Question and answer
3	Writing for Community Development Program	a. Explanation of proposal template b. Explanation of guideline of journal article	1. Lecturer's presentatio 2. Question and answer
4	Pra Survey	a. Interview with Stakeholders b. Identification the problems in UMKM and Village	Survey to Village
5	Survey Result	a. Presentation Design Thinking from Survey results/ Solution , Program, Budget , etc	1. Group's presentation _ CW 1 2. Lecturer review
6	Proposal Presentation	a. Proposal Presentation b. Review	1. Project Proposal Presentation with stakeholders (Mitra: Lurah, UMKM, Kelompok sadar Wisata) – online 2. CW 2
7	Preparation for Implementation Community Development 1	a. Visit to Village and UMKM for preparation Community Development 1 b. Discussion with stakeholders (Village/UMKM) for implementation plan of Community Development 1	Visit to Village
8	**Midtest**		

9	Implementation to Community Development 1	Implementation to Community Development 1 based on proposal	Community Development Activity in Village
10	Design for Festival Community Development	a. Create a structure of committee of Festival Community Development b. Theme has been determined c. Coordination To Do List with PIC Committee per division	1. Class discussion 2. Question and answer
11	Planning for Festival of Community Development	a. Proposal (Proposal to be given to Sponsor list) b. Sponsorship (List of Sponsorship) c. Poster Design	1. Class discussion 2. Question and answer 3. CW 3 : Proposal for Festival of Community Development
12	Presentation of Post Report Implementation Community Development 1	Presentation Post Report Implementation Community Development 1	1. Group presentation in Media Centre LSPR 2. CW4 : Post Report Implementation Community Development
13	Preparation for Festival of Community Development	1. Coordination Venue 2. Coordination and Presentation PIC Committee per division	1. Class discussion 2. Question and answer
14	Preparation for Festival of Community Development	1. Coordination Venue 2. Coordination and Presentation PIC Committee per division	1. Class discussion 2. Question and answer
15	Implementation of Festival of Community Development	a. Implementation of events according to rundown b. Bazar UMKM	Community Development Activity 2 in Venue
16	**Final Examination**		

Midterm Exam Guideline **:** Implementation Community Development 1

Final Exam Guideline : Implementation of Festival of Community Development (60%) and submitted of Journal Articles / HKI (40%)

References :

1. Renstra Pengabdian Kepada Masyarakat Institut Komunikasi dan Bisnis LSPR
2. Panduan Pengabdian Kepada Masyarakat Institut Komunikasi dan Bisnis LSPR
3. Standar Mutu Pengabdian Kepada Masyarakat Institut Komunikasi dan Bisnis LSPR
4. Renstra Fakultas Bisnis
5. Standar Mutu Fakultas Bisnis
6. Template Proposal Pengabdian Kepada Masyarakat Fakultas Bisnis LSPR
7. Template contoh artikel jurnal pengabdian kepada masyarakat.

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	Reviewed by: Dean of Business Faculty
	Approved by : Vice Rector 1