Department of Communication
Subject Syllabus

Subject Code : KOM01

Subject Title : Indonesian Legal System

Subject Requisite : For students in Communication Faculty

Subject Overview : This subject is given to students from communication studies which include concentration of Advertising, Marketing, Mass Communication, Performing Arts and Communication, also Public Relations. With that consideration, the material given is prepared and adapted to the real needs of students in communication management studies. Students will be introduced to law terms and understanding such as fields of law in Indonesia, Civil Law, Law of Trademark, Criminal Law, Court Procedural Law, and the implementation of those explanations being related to recent communication issues and matters as a guidance for them in entering future careers.

Subject Objectives :
Students are well expected comprehend on following matters after successfully fulfilling this subject:

1. Having additional knowledge of law which will be a great help in each career they obtain
2. Know and understand the role of law since there is no institution or company which does not have a legal department or legal bureau inside them.
3. Obtain a good legal knowledge in solving various matters they will experience in the future.

Subject Method : The Subject consists of lectures, presentations, assignments and paper submissions. It is expected that every student will regularly attend classes and participate in class discussion. Real world and fictitious case studies provided by the lecturer will be discussed. A Study Guide accompanies the Subject; additional readings will be assigned to the students on a per session basis.

Grading System:
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:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

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

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	**100%**

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work:

Session	Title/Topic	Area Discussion	Activities
I	**The Nature Of Entrepreneurship**	1. Pitfalls of Operating your own business 2. What can be done about these Pitfalls	Lecturing, Discussion, Question & Answer
II	**Screening Your Business Idea**	1. Generate a Number of New Product/Service Ideas 2. Ask Yourself Thought Questions About Each Idea 3. Conduct Some Exploratory Research to Test the Water	Lecturing, Discussion, Question & Answer

III	**A Business Plan – What It Is And Why One Is Essential**	1. Introduction to Concept – What is a business Plan 2. Why Plan 3. Avoid Excuses	Lecturing, Discussion, Question & Answer
IV	**Step In The Planning Process**	1. Introduction Concept of 8 Step to a Better Business Plan 2. Conduct a Situation Analysis 3. Customer/Product Analysis	Lecturing, Discussion, Question & Answer
V	**Evaluating A Location**	1. Introduction Concept of Evaluating a Location	Lecturing, Discussion, Question & Answer
VI	**Analyze Your Competition**	1. Introduction Concept of Analyze Your Competitive	Lecturing, Discussion, Question & Answer
VII	**Articulate Your Personal Objectives**	1. Introduction Concept 2. Define the Business 3. Identify Your Business Objectives	Quiz, Discussion, Question & Answer
Mid Exam			
VIII	**Business Strategies And Tactics**	1. Introduction Concept 2. Evaluating Franchise Opportunities 3. Investigate Above Questions 4. What a Manager or an Owner Should Know	Lecturing, Discussion, Question & Answer
IX	**Strategic Consideration Marketing**	1. Marketing Activities 2. Examples of Common Distribution Channels 3. Manufacturer and Middlemen – A Perfect Working Relationship.	Lecturing, Discussion, Question & Answer
X	**Developed Forecast And Budget**	1. Sales Forecasting 2. Profitability Forecasting 3. Costing 4. Exercise	Lecturing, Discussion, Question & Answer
XI	**Projection And Forecast Estimation**	1. Start-up Cost	Lecturing, Discussion, Question & Answer
XII	**Write The Business Plan**	1. Sample Business Plan Outline	Lecturing, Discussion, Question &

			Answer
XIII	**Finalizing Your Business Plan**	1. Introduction Concept – Start up Periode 2. What Kind of Money	Lecturing, Discussion, Question & Answer
XIV	**Review For Final**		Discussion, Question & Answer
Final Exam			

Individual Presentation/Group Presentation/Class Participation Guideline: Group presentations/class participations will become the main focus of the sessions. It is expected that the students will be using the Power Point system during their presentation. Group presentations/class participations are the most effective in sharpening your ability in understanding the materials being discussed. The assigned chapters are intended to give you practice in assembling materials, data, and analysis to support an understanding of the subject in the real world. Furthermore, this method will provide a vehicle by which to apply the theories, concepts, and analytical devices. Finally, the discussion forum provides an opportunity to argue your position and to learn from others by listening to their comments and criticisms.

We recommend that you read your materials more than once. As part of your preparation for class, it is expected that you analyze the materials in your group. In class, we will examine completely all aspects of the situation: facts, assumptions, alternatives, and recommendations.

Midterm Paper Guideline **:** Written Examination OR Group Project OR Group Presentation OR Individual Project

Final Paper Guideline **:** Written Examination OR Group Project OR Group Presentation OR Individual Project

References:

1. KANSIL, C.S.T., Drs, SH, Pengantar Ilmu Hukum dan Tata Hukum Indonesia, Balai Pustaka, Jakarta.1989
2. KANSIL, C.S.T., Drs, SH. Hak Milik Intelektual, Hak Milik Perindustrian dan Hak Cipta, Sinar Grafika – Jakarta 1997
3. SUDARGO GAUTAMA, Prof. Mr. Dr., Masalah-Masalah Perdagangan, Perjanjian, Hukum Perdata Internasional dan Hak Milik Intelektual, PT. Citra Aditya Bakti -Bandung 1992
4. SETAWAN, SH,. Aneka Masalah Hukum dan Hukum Acara Perdata, Alumni – Bandung 1992
5. UNDANG-UNDANG REPUBLIK INDONESIA NOMOR 15 TAHUN 2001 TENTANG MEREK