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

Department of Business Faculty
Subject Syllabus

Subject Code	: MGM08
Subject Title	: Community Development
Subject Specification	: MBKM

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.

The scope of this course is as follows:

a. increasing community knowledge and skills through training in entrepreneurship, digital marketing, tourism marketing and event management;

b. economic, social and cultural empowerment that supports sustainable tourism villages through cultural festivals

c. 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 technplogy in accordance with their competence 3. Apply personality values such as tenacity, work ethic and responsibility; independence, leade ship 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 potential 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:
    a. Entrepreneurship and Leadership
    b. Digital Technology
    c. Tourism Promotion
    d. Event

2. Skills:
    a. Communication
    b. Leadership
    c. Problem Solve

3. Attitude:
    a Thinking Maturity
    b Empathy
    c Solid in the Team
    d Tolerance

Course content :

This course will be delivered in 16 sessions as follows:

	Topic
1	MOU and Community Development Introduction
2	Design Thingking
3	**Pra Survey 1**
4	Data Collection
5	Proposal Design Thingking **Course Work 1**
6	Proposal Presentation
7	Proposal Revision **Course Work 2**
8	**Mid Examination**
9	**Implementasi Community Development**
10	**Implementasi Community Development**

11 Monitoring and Evaluation (CW3)
12 Preparation for Cultural Festival
13 Preparation for Cultural Festival
14 Preparation for Cultural Festival

15	**Implementation of events**

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 :

SE		ACTIVITIES	Mekanisme

1	Introduction to Community Development	a. The Nature & Content of "TriDharma PT" b. Overview Desa Wisata Kranggan **a.** The Value & Scope of Community Development Making groups and organizational structure per studyprogram	Offline all Students
2 3	Design Thingking Writing forCommunity Development Program	a. Design Thinking Review b. Research Method (Kuesioner, Observasi,Interview , Pre and Post test Analysis) c. Pra Research – Overview UMKM d. Competitor Research EL : Research UMKM DBM : Makesure UMKM already exsis in ECommerce, and students must update the skill forregistration in E Commerce HTB: Create Research Question for Interview BSS: Create Research Question for Interview a. Proposal Template : - Community Project background - Community Project goals and targets - Theoretical study - Approach / Solution Method - Activity Plan and Activity Schedule - Activity Output - Budget - Post Report - Discussion with lecturer advisor b. Artikel Template JRBT and Servite	Online Online
4	**Pra Survey 1**	**a. EL: Finding the Problems in UMKM b. DBM: Interview with Stakeholders , c. HTB: Identification attraction and tourismpromotion** **d. BSS: Survey Venue, determine big theme**	**Offline**
5	Survey Result	a. Presentation Design Thinking from Survey results/ Solution , Program, Budget ,	Online Presentation

6	Proposal Presentation CW 1	a. Proposal Presentation b. Input in PPT	online

7	Review	a. Preparation for Presentation Project Proposal	Online
8	Midtest	Project Proposal Presentation per Program study withstakeholder (Mitra: Lurah, UMKM, Kelompok sadarWisata)	Online
9 10	**Implementasi Community Development CW 2** **Implementasi Community Development**	**a. Implementation of Study Program projectProposals in Kranggan Traditional Village(Proposal Execution)** **b. EL : Training and Mentoring** **c. Making Pra and Post test (For EL, DBM,HTB, BSS)** **d. Closing Training and assistance for UMKM** **a. Implementation of Study Program projectProposals in Kranggan Traditional Village(Proposal Execution)** **b. Mentoring UMKM (EL)** **c. Workshop and Making Pra and Post test (For DBM, HTB, BSS)** **d. Closing Training and Mentoring for UMKM**	**Offline** **Review Implementation** **Offline** a. Project Evaluation b. Preparation of reports on the results of the implementatio n of training and mentoring activities according to the proposal template
11	Design for Cultural Festival CW 3 Deadline PostReport Paper	a. The class will be a big class first and then itwill breakout rooms according division b. Create a group c. Theme has been determined d. Secretary (VIP and VVIP InvitationDetermination) e. Coordination and Discussion with Committeeper division f. Sponsorship (Listing)	Online
12	Planning For Cultural Festival **Deadline CW4**	a. Proposal (Proposal to be given to Sponsor list) b. Sponsorship (Sponsorship search) c. Marketing d. Poster Design	Online

13	**Preparation for Cultural Festival**	**a. Coordination venue** **b. Community Service (Kerja Bakti)** **c. Social Implementation** d. **Decor**	**Offline** **Full day Activity inKranggan**
14	**Implementation of events**	**a. Implementation of events according torundown** **b. Bazar UMKM**	**Offline** **Part of Final exam 50%**
15	Review	Evaluation Post Event	Online
16	FINAL Exam	journal articles Tamplate Artikel : JRBT, Servite	Online 50%

Guidelines

Midterm Exam Guideline : Proposal
Final Exam Guideline : Festival and journal articles

References :

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