

Template

**Description of Course Unit according to the
ECTS User's Guide 2015**

Course unit title	Business Research Methodology
Course unit code	EMM5010
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Master
Year of study when the course unit is delivered (if applicable)	Even
Semester/trimester when the course unit is delivered	2
Number of ECTS credits allocated	92,80
Name of lecturer(s)	1. Prof. Dr. Hj. Sulastri, M.E., M. Kom 2. Prof. Dr. H. Didik Susetyo, MSi 3. H. Isnurhadi, SE, MBA, Ph. D
Learning outcomes of the course unit	M1 Understand the processes that occur in Business Research (P1, KU1, KK4, KK1) M2 Understand various important concepts, theories and research results in the field of Business research (P2,P3, KK2) M3 Developing the application of business research principles in company activities (P4, KU2, KU3, KU4, KK1)
Mode of delivery (face-to-face, distance learning)	Face to face
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> 1. Benefits and uses of research for the business world 2. Research process 3. Research proposal 4. Research Problem 5. Literature Review 6. Hypotheses 7. Variable Measurements 8. Instrument Design 9. Population and Sample Selection 10. Data Collection 11. Data analysis 12. Reference Manager and Bibliography 13. Writing Research Report 14. Presenting Research Report

Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Zikmund, William G. (2000), Business Research Methods, The Dryden Press, Orlando, Florida, USA 6th, Edition 2. Bums, Alvin C. & Ronald F. Bush (1998), Marketing Research, Prentice-Hall International, Inc, New Jeroey, USA, 2nd. Edition. 3. Uma Sekaran (2000), research Methods For Business, A Skill Building Approach, John Wiley & Sons, Inc, USA, 3 Ed. 4. Mudrajad Kuncoro (2003), Metode Riset untuk Bisnis & Ekonomi, Penerbit Erlangga, Jakarta 5. Puspowarsito (Februari 2008): Metode penelitian Organisasi: dengan Aplikasi Program SPSS Humaniora, Bandung Cetakan Pertama
Planned learning activities and teaching methods	<ol style="list-style-type: none"> 1. Introduction, benefit and uses of research in business world 2. Able to explain and plan research process 3. Able to design research proposal 4. Able to formulate research problem 5. Able to compile journal in literature review 6. Able to define and formulate research hypotheses 7. Able to define and design variable measurements 8. Mid Evaluation 9. Able to define and design variable instrument 10. Able to define and plan the research population and sample selection 11. Able to design data collection 12. Able to apply the method of data analysis 13. Able to apply reference manager application and insert bibliography 14. Able to write research report 15. Able to present the research report 16. Final Evaluation
Language of instruction	Bahasa Indonesia
Assessment methods and criteria	<p>Written & Oral test</p> <p>Criteria:</p> <p>A = 86-100</p> <p>B = 71-85,99</p> <p>C = 56-70,99</p> <p>D = 41-55,99</p>