

Riset Pasar (A1) SKS : 3








Nikodemus Hans Setiadi Wijaya, Prof., M.Si., Ph.D.

Jumlah MHS: 19

JADWAL KULIAH

Kuliah Ke	Hari	Jam
1	KAMIS	07:00 - 09:30
2		
3		

TATAP MUKA	HARI	TANGGAL	MATERI KULIAH	JML. MHS HADIR	TANDA TANGAN
1	KAMIS	21/9/2023	Silabus Bab 1: Intro to Market Research	17	<i>[Signature]</i>
2	KAMIS	21/9/2023	Lanjutan, Intro to Market Research	17	<i>[Signature]</i>
3	KAMIS	5/10/2023	Ch. 1: Introduction to Market Research (continued) Ch. 2: Market Research Process and Proposals	12	<i>[Signature]</i>
4	KAMIS	5/10/2023	Ch. 3: Market Research Process and Proposals	12	<i>[Signature]</i>
5	SABTU	7/10/2023	Ch. 2: market Research Process and Proposals (continued)	15	<i>[Signature]</i>
6	SABTU	7/10/2023	Diskusio 1: Generation and Entertainment Choices	15	<i>[Signature]</i>
7	KAMIS	12/10/2023	Ch. 2: Secondary Data, Literature Reviews, and Hypotheses	16	<i>[Signature]</i>
8	KAMIS	12/10/2023	Ch. 3: Secondary data	16	<i>[Signature]</i>
9	KAMIS	19/10/2023	Ch. 2: Secondary Data, Literature Review and Hypothesis (continued)	15	<i>[Signature]</i>
10	KAMIS	19/10/2023	Ch. 4: Exploratory Research	15	<i>[Signature]</i>
11	KAMIS	26/10/2023	Ch. 5: Descriptive and Causal Research Design, Diskusi. Sales Repost	17	<i>[Signature]</i>
12	KAMIS	26/10/2023	Presentasi kelompok: diskusi 2	17	<i>[Signature]</i>
13	KAMIS	2/11/2023	Ch. 6: Sampling and Methods	18	<i>[Signature]</i>
14	KAMIS	2/11/2023	Kuis pra UTS	18	<i>[Signature]</i>
15	SELASA	7/11/2023	UTS	18	<i>[Signature]</i>
16	KAMIS	23/11/2023	Validitas dan Reliabilitas	15	<i>[Signature]</i>
17	KAMIS	23/11/2023	Factor Analysis: Validity & Reliability	15	<i>[Signature]</i>
18	KAMIS	30/11/2023	Regresi: Descriptive Stat, Correlation, Regressin	16	<i>[Signature]</i>
19	KAMIS	30/11/2023	Regression Analysis	16	<i>[Signature]</i>
20	KAMIS	7/12/2023	SPSS: regression analysis, insights and reporting	13	<i>[Signature]</i>
21	KAMIS	7/12/2023	Insights for Managers	13	<i>[Signature]</i>
22	KAMIS	14/12/2023	AMOS: Model Construction	16	<i>[Signature]</i>
23	KAMIS	14/12/2023	AMOS: Hypotheses Testing, SEM	16	<i>[Signature]</i>

TATAP MUKA	HARI	TANGGAL	MATERI KULIAH	JML. MHS HADIR	TANDA TANGAN
24	KAMIS	21/12/2023	Group project	12	
25	KAMIS	21/12/2023	Group Research Project	13	
26	KAMIS	4/1/2024	Presentasi Team Project	16	
27	KAMIS	4/1/2024	Presentasi: Team Project (lanjutan)	16	
28	KAMIS	11/1/2024	Presentasi: Conclusions and Insights	17	
29	KAMIS	11/1/2024	Presentasi dan Kuis pra UAS	17	
30	KAMIS	9/11/2023	UJIAN TENGAH SEMESTER	15	
31	SELASA	16/1/2024	UJIAN AKHIR SEMESTER	19	
32					

CATATAN:

Mengetahui:

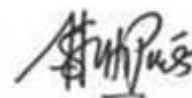
Wakil Ketua I



Julianto Agung Saputro, Dr, SE, S.Kom, M.Si, Ak, CA

Pemeriksa:

Sistem Pengendalian Mutu Internal



Astuti Purnamawati, Dra, M.Si.