Description of Course Unit

Course unit title	Social and Business Research Method
Course unit code	VS191505
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study when the course unit is delivered (if applicable)	
Semester/trimester when the course unit is delivered	V
Number of ECTS credits allocated	6.4
Name of lecturer(s)	Dwi Endah Kusrini, Destri Susilaningrum, Mukti Ratna Dewi, Nur Azizah
Learning outcomes of the course unit	Students are able to carry out all stages of research from designing research to making final reports and including being able to apply appropriate statistical methods to solve problems in the Social and Business fields correctly
Mode of delivery (face-to-face, distance learning)	Face to face
Prerequisites and co-requisites (if applicable)	Introduction to Statistical Methods, Regression Methods, Multivariate Methods, Sampling Techniques, Category Data Modeling
Course content	Introduction to Social and Business Research, Research Methodology and Formulation, Designing Social and Business Research Proposals, Designing data collection tools (questionnaires), Applying appropriate sampling methods, Conducting Research Data Collection, Statistical Methods for Research Data Processing, Designing Research Reports and presentations
Recommended or required reading and other learning resources/tools	- Research Methods for Graduate Business and Social Science Students, Jhon Adams, Hafiz T.A.Khan, Robert Raeside, dan David White, Response Books, New Delhi, India, 2007. - Marketing Research, Naresh K.Malhotra, Pearson, 2010 - Business Research Methods, Donald R.Cooper and Pamela S.Schindler, Mc Graw Hill, 2014 - Social Research Methods, Alan Bryman, Oxford, 2012
Planned learning activities and teaching methods	Problem Based Learning, Blended Learning
Language of instruction	Indonesian Language
Assessment methods and criteria	Assignment, Quiz, Midterm Exam and Final Exam