Faculty of Business
Subject Syllabus

Subject Code	:	IKB10
Subject Title	:	Seminar of Research Proposal
Subject Specification	:	For all major Students in Final Semester
Subject Specification	:	Statistics for Business, Business Research Methods

Subject Overview :

This subject is given to all majors in LSPR as an introductory for Thesis-No thesis writing in final Semester. Students will explore topics, themes, and problems in communication areas to plan a research or project that will be presented in Proposal and oral Defense.

Course Objectives :

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

1. Addressing Thesis/Non-Thesis topic and research questions
2. Synthesizing communication theory and concept by Literature Review
3. Demonstrate the methodology (either quantitative or qualitative) to solve the communication problems
4. Presenting the research proposal through the panelists and class
5. Employing ethical research (citations and references according to APA style)

Course Method :

The Subject consists of lectures, discussions, and presentation. It is expected that every student will regularly attend classes and participate the lectures.

Learning Outcome (Competence) :

- Knowledge : 40 %
- Skill : 35 %
- Attitude : 25 %

Course content :

Week	Topic
1	Introduction
2	Proposal Chapter 1
3	Proposal Chapter 2
4	Proposal Chapter 3
5	Public Speaking and Presentation Skill
6	Public Speaking and Presentation Skill
7	Chapter 4 & Chapter 5, MidTerm and Proposal Defense Preparation
Mid Examination	
8	Proposal Defense
9	Proposal Defense
10	Proposal Defense
11	Proposal Defense
12	Proposal Defense
13	Proposal Defense
14	Proposal Defense
Final Examination	

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

Final Examinations	60%
Mid-term Examinations	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 abovementioned items.

The acceptable grade for LSPR Communication & Business Institute (S1) program is **70 and above.**

In the Letter Grade System, the quantitative grades mean:

Grade	**Symbol**	**Con-ver-sion 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

Scheme of Work

Session	Title/Topic	Area Discussion	Activities
I	Introduction & Overview	Course expectations, Syllabus review, Introduction to research and its importance	Icebreakers, Group discussions, Q&A

II	Chapter 1: Research Problems	Research problems, 7 traditions of communication, Background of research, Research titles, Citations	Lecturing, Discussions, Q&A
III	Chapter 2: Literature Review	Purpose & importance of literature review, How to conduct a literature review, Synthesizing information, Critical analysis, Avoiding plagiarism	Lecturing, Discussions, Q&A, Practical exercises on literature searching & summarizing
IV	Chapter 3: Research Methodology	Research methodology, Informant and respondent procedures, Data collection methods, Data analysis methods, Data validation methods, Thesis-Non thesis timeline, Non thesis' project steps, References/ bibliography	Lecturing, Discussions, Q&A
V	Proposal Writing Workshop	Structuring a research proposal, Key components of a proposal, Writing clear research questions & objectives, Developing a research plan	Group work on proposal outlines, Peer review, Q&A
VI	Public Speaking and Presentation Skill	Effective presentation techniques, Structuring presentations, Engaging the audience, Handling Q&A	1-2 minutes presentation for each student, Feedback & discussion

VII	Midterm Exam Preparation & Review	Review of key concepts from Chapters 1-3, Proposal writing tips, Q&A	Practice questions, Group discussions
VIII	Midterm Exam	Midterm materials; Students must submit Thesis/Non thesis proposal, Literature Review, Defense form, and copy of advisory form in 1 envelope	Written exam/presentation/project as per guidelines
IX	Proposal Defense I - VII	Each student presents their proposal (chapter 1-3) to panel members and class	Individual presentations, Feedback from panel & peers
X	Data Collection & Analysis Workshop	Practical tips on data collection, Choosing appropriate analysis methods, Using software for data analysis, Ethical considerations in research	Hands-on exercises with data analysis tools, Group discussions
XI	Results Interpretation & Discussion	Presenting findings effectively, Linking results to research questions, Discussing implications & limitations	Group work on interpreting sample data, Peer review
XII	Conclusion & Recommendations	Drawing meaningful conclusions, Formulating recommendations, Future research directions	Individual writing exercises, Group discussions

XIII	Final Paper/Project Preparation	Review of paper/project requirements, Formatting & referencing guidelines, Tips for polishing the final submission	Q&A, Individual consultations
XIV - XVI	Individual Presentations	Each student presents their final research paper/project	Individual presentations, Feedback from peers & instructor
XVII	Final Exam & Submission	Proposal Revised Submission, Final Exam (format as per guidelines)	Written exam/presentation/project, Submission of revised proposal

Individual Presentation/Group Presentation/Class Participation Guideline:

Midterm Paper Guideline: Proposal Progress

Final Paper Guideline: Proposal Defense

References:

- Denzin, N. K and Lincoln, Y. S., (2000). Handbook of Qualitative Research. SAGE Publications
- Ledbetter, A., Griffin, E., and Sparks, G. (2014). A First Look at Communication Theory. McGraw-Hill Education
- Littlejohn, S.W., and Foss, K. A. (2010). Theories of Human Communication: Tenth Edition. Waveland Press
- Tim Thesis S1. (2023). PANDUAN PENULISAN SKRIPSI DAN NONSKRIPSI. LSPR Institute Communication and Business Jakarta

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