Faculty of Business
Subject Syllabus

Subject Code	:	IKB09
Subject Title	:	Thesis
Subject Specification	:	For all major students in final semester
Subject Specification	:	Seminar of Research Proposal

Subject Overview :

This subject is given to students from communication studies which include concentration of Management, Business Services, and Tourism. Students will make a scientific work according to the research or project they have conducted about the problem or phenomenon based on the chosen study, interest and background, that will be presented in thesis/non thesis paper and oral presentation.

Course Objectives :

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

Thesis:

1. Students should be able to express their ideas and knowledge consistently and systematically in writing, based on the scientific method, from topic, research questions, theory, methodology, result, conclusion and recommendations.
2. Presenting thesis paper through the panelist.
3. Employing ethical research (citations and references according to APA style

Non Thesis:

1. Students should able to express their ideas and knowledge in written form that lead to the practical side; from topic, project objectives, theoretical and practical framework, execution steps, implementation and project conclusion.
2. Students are expected to make new creative ideas, which can be applied and implemented in the work industry.
3. Presenting non thesis paper through the panelist.
4. Employing ethical research (citations and references according to APA style

Course Method :

The Subject consists of advising and paper submissions. It is expected that every student will regularly have paper consultation with the thesis/non thesis advisor.

Course Evaluation:

Thesis/Non Thesis Defense:

Students present their thesis/non thesis through the three Examiners, to defend their scientific works.

Learning Outcome (Competence) :

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

Course content :

Week	Topic
1	Consult about research instruments / Consult and brainstorm about the project plan
2	Discuss about the test of research instruments / Consultation about the project plan/draft of each design/storyboard
3	Consultation about processing of results of the research instrument / Consultation about implementation of project
4	Consultation about data processing / Consultation about project's dummy making
5	Consultation about data interpretation or analysis / Consultation about project's dummy making
6	Consultation about conclusion and recommendation / Consultation about project conclusion and reccomendation
7	Consultation about abstracts of thesis/non thesis and presentation of thesis / non thesis research
8	Consultation about revision after thesis/non thesis defense

Grading System :

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

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Thesis

Presentation skill	15%
Language and Ethics	10%
Originality	15%
Relevance with communication studies	20%
Content quality	40%
TOTAL	**100%**

Non-Thesis

Presentation skill	15%
Language and Ethics	10%
Originality	20%
Relevance and Applicability of project	40%
Non thesis content	15%
TOTAL	**100%**

The acceptable grade for Thesis/Non above. Thesis paper LSPR-Jakarta S1 program is **70 and above.**

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 above mentioned items.

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	**Proposal Revision/Consult and brainstorm about the project plan**	Questionnaire, list of interview, observation, or discourse analysis model/Project plan	Personal Consultation
II	**Proceed to data gathering/Consultation about the project plan/draft of each design/storyboard**	Interview and quensioners distribution/Project plan: budget sponsor, etc/draft of each design/storyboard	Personal Consultation
III	**Proceed to data gathering/Consultation about implementation of project**	Interview and quensioners distribution /Project implementation based on formulation and steps described in concept and execution steps	Personal Consultation
IV	**Consultation about data processing/Consultation about project's dummy making**	Data tabulation and statistics formula, the script of interview, observation or discourse analysis model/Dummy or prototype or implementation project	Personal Consultation
V	**Consultation about data interpretation or analysis/Consultation about project's dummy making**	Interpretation of statistical calculation table, interpretation of interviews' script or observations; interpretation of the analysis of media texts/Dummy or prototype or implementation project	Personal Consultation
VI	**Consultation about conclusion and recommendation/Consultation about project conclusion and recommendation**	Conclusion; academic and practical recommendation/Conclusion; recommendation; implication	Personal Consultation
VII	**Consultation about abstracts of**	Abstract of thesis/non thesis, attachment, and power point	Personal Consultation

	thesis/non thesis and presentation of thesis / non thesis research	presentation of the thesis/non thesis defense	
VIII	**Consultation about thesis defense preparation**	Presentation practice, Q&A	Personal Consultation

DISCLAIMER:

1. This syllabus is tentative and may be subject to change if circumstances beyond my control require it.
2. During the process of thesis and non-thesis writing, it righteously that the writer is aware of the rules and ethics in doing and reporting research. Keep up with honesty and obedience of both written and unwritten set of rules in doing research/project. The sanctions to scientific offences are varying from suspensions, re-writing the scientific paper from the beginning and the maximum score given is B. The scientific offence are the following:
   a. Plagiarism or including other people's ideas without citing the source or originator.
   b. Doing and using fraud data or changing the real findings from the research field.
   c. Lie about methodology.
   d. Claiming the ownership other people's work.
   e. Disadvantaging or harming respondents or informants.
   f. Creating wrong impressions and interpretations.
   g. Forcing particular subjects or person(s).
   h. Falsifying signature.

References:

- Publication Manual of American Psychological Association-APA version 7. (2020).

- Tim Thesis S1. (2023). Panduan Penulisan Skripsi dan Nonskripsi. Jakarta: LSPR Institute Communication and Business Jakarta

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