

|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-------|---------------------------------|---|----------------------------------------------|-------------|-----|-----------|--------------|---------------------------|-----------------|-----------|----|-------|--|-------|--|--------|---|--|--|--|--|--|--------|--|--|---|---|---|---|--------|---|---|---|---|----|----|--------|----|----|----|----|--------|---|---|---|---|--|--|--|--|--|--|--|--|--|--|--|--|--------|--|--|--|--|---|---|---|---|--|--|--|--|--|--|--|--|--------|--|--|--|--|--|--|--|--|---|---|---|--|--|--|--|--|--------|--|--|--|--|--|--|--|--|--|--|--|---|---|---|---|---|
|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Universitas Negeri Surabaya<br>Fakultas Ekonomika dan Bisnis<br>Program Studi S1 Pendidikan Bisnis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           | Kode Dokumen |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| RENCANA PEMBELAJARAN SEMESTER                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| MATA KULIAH (MK)                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | KODE                                                                                                                                                                                          |   |       | Rumpun MK                       |   |                                              | BOBOT (sks) |     |           | SEMESTER     |                           | Tgl Penyusunan  |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| Riset Pemasaran                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 8721103068                                                                                                                                                                                    |   |       | Mata Kuliah Wajib Program Studi |   |                                              | T=3         | P=0 | ECTS=4.77 | 5            |                           | 14 Januari 2026 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| OTORISASI                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Pengembang RPS                                                                                                                                                                                |   |       |                                 |   | Koordinator RMK                              |             |     |           |              | Koordinator Program Studi |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Novi Marlana, S.Pd., M.Si                                                                                                                                                                     |   |       |                                 |   | Dr. Finisica Dwijayati Patrikha, S.Pd., M.Pd |             |     |           |              | TRI SUDARWANTO            |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| Model Pembelajaran                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Project Based Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| Capaian Pembelajaran (CP)                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CPL-PRODI yang dibebankan pada MK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CPL-6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Able to apply the concept of Business and Marketing and other cognate fields of knowledge as a support for mastery of knowledge that is relevant to the development of science and technology |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CPL-8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Able to design and implement scientific activities in the fields of education and science of Business and Marketing and communicate the results                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CPL-9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Able to implement management functions in managing and evaluating business feasibility                                                                                                        |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Capaian Pembelajaran Mata Kuliah (CPMK)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CPMK - 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Mampu merancang dan mengaplikasikan metodologi riset yang tepat untuk mengidentifikasi dan menganalisis permasalahan di bidang pemasaran dan bisnis.                                          |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CPMK - 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Mampu melaksanakan kegiatan riset ilmiah secara sistematis, mulai dari perumusan masalah, pengumpulan data, hingga analisis data menggunakan pendekatan kuantitatif dan/atau kualitatif.      |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CPMK - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Mampu mengevaluasi hasil riset secara kritis untuk menghasilkan rekomendasi strategis yang relevan guna mendukung fungsi manajemen dan kelayakan usaha.                                       |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CPMK - 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Mampu mengomunikasikan hasil riset secara profesional dalam bentuk laporan dan presentasi yang jelas, akurat, dan dapat dipahami oleh berbagai pihak.                                         |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Matrik CPL - CPMK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   | <table><tr><td>CPMK</td><td colspan="2">CPL-6</td><td colspan="2">CPL-8</td><td colspan="2">CPL-9</td></tr><tr><td>CPMK-1</td><td colspan="2">✓</td><td colspan="2"></td><td colspan="2"></td></tr><tr><td>CPMK-2</td><td colspan="2"></td><td colspan="2">✓</td><td colspan="2"></td></tr><tr><td>CPMK-3</td><td colspan="2"></td><td colspan="2"></td><td colspan="2">✓</td></tr><tr><td>CPMK-4</td><td colspan="2"></td><td colspan="2">✓</td><td colspan="2"></td></tr></table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           | CPMK            | CPL-6     |    | CPL-8 |  | CPL-9 |  | CPMK-1 | ✓ |  |  |  |  |  | CPMK-2 |  |  | ✓ |   |   |   | CPMK-3 |   |   |   |   | ✓  |    | CPMK-4 |    |    | ✓  |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK                                                                              | CPL-6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | CPL-8                                                                                                                                                                                         |   | CPL-9 |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK-1                                                                            | ✓                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK-2                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ✓                                                                                                                                                                                             |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK-3                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   | ✓     |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK-4                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ✓                                                                                                                                                                                             |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| Matrik CPMK pada Kemampuan akhir tiap tahapan belajar (Sub-CPMK)                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   | <table><tr><td rowspan="2">CPMK</td><td colspan="16">Minggu Ke</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>CPMK-1</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-2</td><td></td><td></td><td></td><td></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-4</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr></table> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           | CPMK            | Minggu Ke |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  | 1 | 2 | 3 | 4 | 5      | 6 | 7 | 8 | 9 | 10 | 11 | 12     | 13 | 14 | 15 | 16 | CPMK-1 | ✓ | ✓ | ✓ | ✓ |  |  |  |  |  |  |  |  |  |  |  |  | CPMK-2 |  |  |  |  | ✓ | ✓ | ✓ | ✓ |  |  |  |  |  |  |  |  | CPMK-3 |  |  |  |  |  |  |  |  | ✓ | ✓ | ✓ |  |  |  |  |  | CPMK-4 |  |  |  |  |  |  |  |  |  |  |  | ✓ | ✓ | ✓ | ✓ | ✓ |
| CPMK                                                                              | Minggu Ke                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 3                                                                                                                                                                                             | 4 | 5     | 6                               | 7 | 8                                            | 9           | 10  | 11        | 12           | 13                        | 14              | 15        | 16 |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK-1                                                                            | ✓                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ✓                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ✓                                                                                                                                                                                             | ✓ |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK-2                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   | ✓     | ✓                               | ✓ | ✓                                            |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK-3                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              | ✓           | ✓   | ✓         |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| CPMK-4                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           | ✓            | ✓                         | ✓               | ✓         | ✓  |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| Deskripsi Singkat MK                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Matakuliah Riset Pemasaran ini mengungkapkan dan menjelaskan langkah-langkah spesifikasi pengumpulan, analisis dan interpretasi informasi yang menghubungkan organisasi dengan pasarnya, identifikasi masalah dan peluang pemasaran, dan penyusunan serta evaluasi serangkaian tindakan pemasaranCourse DescriptionThis Marketing Research course reveals and explains the specific steps of collecting, analyzing and interpreting information that links an organization to its market, identifying marketing problems and opportunities, and compiling and evaluating a series of marketing actions. |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| Pustaka                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Utama :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <div><div>1. Malhotra, N. K., &amp; Dash, S. (2025). Marketing Research: An Applied Orientation. Pearson.</div><div>2. Umar, H. (2021). Metode Riset Bisnis. Gramedia Pustaka Utama.</div><div>3. Sujarweni, V. W. (2024). Metodologi Penelitian Bisnis dan Ekonomi. Pustaka Baru Press.</div><div>4. Santoso, S. (2023). Analisis Data Statistik dengan SPSS. Elex Media Komputindo.</div><div>5. Zikmund, W. G., Babin, B. J., Carr, J. C., &amp; Griffin, M. (2025). Business Research Methods. Cengage Learning.</div></div>                                                                        |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |
| Pendukung :                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                               |   |       |                                 |   |                                              |             |     |           |              |                           |                 |           |    |       |  |       |  |        |   |  |  |  |  |  |        |  |  |   |   |   |   |        |   |   |   |   |    |    |        |    |    |    |    |        |   |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |   |   |   |   |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |   |   |   |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |

|                       |                                                                                                                                                                                                                                                    | 1. Journal of Marketing Research<br>2. Jurnal Manajemen dan Pemasaran Jasa<br>3. Jurnal internasional lainnya yang mendukung            |                                                         |                                                                                                                      |                 |                               |                     |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------|---------------------|
| <b>Dosen Pengampu</b> |                                                                                                                                                                                                                                                    | Dr. Raya Sulistyowati, S.Pd., M.Pd.<br>Novi Marlana, S.Pd., M.Si.<br>Dr. Finisica Dwijayati Patrikha, S.Pd., M.Pd.                      |                                                         |                                                                                                                      |                 |                               |                     |
| Mg Ke-                | Kemampuan akhir tiap tahapan belajar (Sub-CPMK)                                                                                                                                                                                                    | Penilaian                                                                                                                               |                                                         | Bentuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [Estimasi Waktu]                                      |                 | Materi Pembelajaran [Pustaka] | Bobot Penilaian (%) |
|                       |                                                                                                                                                                                                                                                    | Indikator                                                                                                                               | Kriteria & Bentuk                                       | Luring (offline)                                                                                                     | Daring (online) |                               |                     |
| (1)                   | (2)                                                                                                                                                                                                                                                | (3)                                                                                                                                     | (4)                                                     | (5)                                                                                                                  | (6)             | (7)                           | (8)                 |
| 1                     | Mengidentifikasi peran riset pemasaran dalam pengambilan keputusan bisnis.                                                                                                                                                                         | 1.Mampu menjelaskan peran riset pemasaran.<br>2.Mampu membedakan riset kuantitatif dan kualitatif.                                      |                                                         | Kuliah Interaktif, Diskusi Kelompok<br>3 X 50                                                                        |                 |                               | 0%                  |
| 2                     | Menganalisis masalah manajerial dan merumuskannya menjadi masalah riset pemasaran.                                                                                                                                                                 | 1.Mengidentifikasi Masalah Bisnis<br>2.Merumuskan Masalah Riset dan Tujuan Riset                                                        |                                                         | Kuliah, Diskusi Kelompok<br>3 X 50                                                                                   |                 |                               | 0%                  |
| 3                     | 1.Memilih dan merancang metode riset yang sesuai dengan masalah yang ada.<br>2.Mampu membuat Desain Riset: Eksplorasi, Deskriptif, Kausal. Sumber Data Primer & Sekunder. Tinjauan Pustaka.                                                        | 1.Mampu merumuskan masalah manajerial menjadi masalah riset<br>2. Mampu menyusun pertanyaan riset dan hipotesis                         |                                                         | Diskusi kelompok untuk mengidentifikasi masalah bisnis. Perumusan masalah riset dan pertanyaan penelitian.<br>3 X 50 |                 |                               | 0%                  |
| 4                     | 1.Memilih dan merancang metode riset yang sesuai dengan masalah yang ada.<br>2.Mampu membuat Desain Riset: Eksplorasi, Deskriptif, Kausal. Sumber Data Primer & Sekunder. Tinjauan Pustaka.                                                        | 1.Mampu merumuskan masalah manajerial menjadi masalah riset<br>2. Mampu menyusun pertanyaan riset dan hipotesis                         | <b>Bentuk Penilaian :</b><br>Aktifitas Partisipatif     | Diskusi kelompok untuk mengidentifikasi masalah bisnis. Perumusan masalah riset dan pertanyaan penelitian.<br>3 X 50 |                 |                               | 5%                  |
| 5                     | 1.Mengkonstruksi kuesioner sesuai dengan masalah riset pemasaran dan menguji kualitas instrumen<br>2.Menyusun instrumen riset (kuesioner, pedoman wawancara) yang valid, Desain Instrumen: Kuesioner, Pedoman Wawancara. Validitas & Reliabilitas. | Mampu menyusun instrumen riset yang valid.                                                                                              |                                                         | Workshop, Latihan Kelompok<br>3 X 50                                                                                 |                 |                               | 0%                  |
| 6                     | Mengumpulkan data primer dan sekunder dengan metode yang relevan.                                                                                                                                                                                  | 1.Mampu menentukan teknik sampling yang tepat.<br>2.Pengumpulan Data: Teknik Sampling (Probabilitas & Non-Probabilitas). Ukuran Sampel. |                                                         | Workshop, Latihan Kelompok<br>3 X 50                                                                                 |                 |                               | 0%                  |
| 7                     | Melakukan analisis data kualitatif dan kuantitatif dasar                                                                                                                                                                                           | 1.Mampu melakukan analisis data dasar.<br>2.Analisis Data: Pengenalan SPSS, Analisis Deskriptif. Analisis Data Kualitatif (Coding).     | <b>Kriteria:</b><br>Ketepatan hasil analisis data awal. | Workshop Komputer, Praktikum<br>3 X 50                                                                               |                 |                               | 0%                  |

|    |                                                                   |                                                                                                                                                                                                                                           |                                                                                                                                                                                         |                                                                    |  |                           |     |
|----|-------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|--|---------------------------|-----|
| 8  | UTS                                                               |                                                                                                                                                                                                                                           | <b>Kriteria:</b><br>Presentasi proposal (kualitas isi, visual, dan penyampaian).<br><br><b>Bentuk Penilaian :</b><br>Aktifitas Partisipatif, Penilaian Hasil Project / Penilaian Produk | Presentasi Kelompok<br>3 X 50                                      |  |                           | 35% |
| 9  | Menginterpretasi temuan riset untuk menarik kesimpulan yang valid | 1. Ketepatan dalam memahami skala pengukuran dan statistik<br>2. Penguasaan terhadap prosedur pengumpulan data                                                                                                                            | <b>Bentuk Penilaian :</b><br>Penilaian Hasil Project / Penilaian Produk                                                                                                                 | Praktikum dengan software SPSS dan penugasan terstruktur<br>3 X 50 |  |                           | 0%  |
| 10 | Menginterpretasi temuan riset untuk menarik kesimpulan yang valid | 1. Ketepatan dalam memahami skala pengukuran dan statistik<br>2. Penguasaan terhadap prosedur pengumpulan data                                                                                                                            | <b>Kriteria:</b><br>Relevansi kesimpulan dengan temuan riset.                                                                                                                           | Praktikum dengan software SPSS dan penugasan terstruktur<br>3 X 50 |  |                           | 0%  |
| 11 | Mengembangkan rekomendasi strategis berdasarkan temuan riset.     | 1. Interpretasi dan Kesimpulan: Menerjemahkan hasil analisis data menjadi kesimpulan.<br>2. Mampu menginterpretasi hasil analisis dengan tepat.                                                                                           | <b>Kriteria:</b><br>Relevansi kesimpulan dengan temuan riset.                                                                                                                           | Praktikum dengan software SPSS dan penugasan terstruktur<br>3 X 50 |  |                           | 0%  |
| 12 | Menyusun laporan riset yang komprehensif dan sistematis.          | Mampu menyusun laporan riset yang sistematis.                                                                                                                                                                                             |                                                                                                                                                                                         | Workshop Penulisan Laporan<br>3 X 50                               |  | <b>Materi: 3 Pustaka:</b> | 0%  |
| 13 | Menyusun laporan riset yang komprehensif dan sistematis.          | Mampu menyusun laporan riset yang sistematis.                                                                                                                                                                                             |                                                                                                                                                                                         | Workshop Penulisan Laporan<br>3 X 50                               |  | <b>Materi: 3 Pustaka:</b> | 0%  |
| 14 | Mendemonstrasikan hasil riset untuk perancangan produk baru       | 1. Mahasiswa mampu: Mempertahankan argumentasi pemilihan konteks penelitian.<br>2. Menjelaskan secara sistematis dan logis dari hasil riset pemasaran.<br>3. Mengidentifikasi relevansi hasil riset pemasaran dengan keputusan pemasaran. | <b>Bentuk Penilaian :</b><br>Aktifitas Partisipatif                                                                                                                                     | Praktek lapangan dan penugasan terstruktur<br>3 X 50               |  |                           | 0%  |
| 15 | Mendemonstrasikan hasil riset segmentasi                          | 1. Mahasiswa mampu: Mempertahankan argumentasi pemilihan konteks penelitian.<br>2. Menjelaskan secara sistematis dan logis dari hasil riset pemasaran.<br>3. Mengidentifikasi relevansi hasil riset pemasaran dengan keputusan pemasaran. | <b>Bentuk Penilaian :</b><br>Aktifitas Partisipatif                                                                                                                                     | Seminar Proyek Riset<br>3 X 50                                     |  |                           | 10% |
| 16 | Mendemonstrasikan hasil riset segmentasi                          | 1. Mahasiswa mampu: Mempertahankan argumentasi pemilihan konteks penelitian.<br>2. Menjelaskan secara sistematis dan logis dari hasil riset pemasaran.<br>3. Mengidentifikasi relevansi hasil riset pemasaran dengan keputusan pemasaran. | <b>Bentuk Penilaian :</b><br>Penilaian Hasil Project / Penilaian Produk                                                                                                                 | Seminar Proyek Riset<br>3 X 50                                     |  |                           | 50% |

#### Rekap Persentase Evaluasi : Project Based Learning

| No | Evaluasi                                   | Persentase |
|----|--------------------------------------------|------------|
| 1. | Aktifitas Partisipatif                     | 32.5%      |
| 2. | Penilaian Hasil Project / Penilaian Produk | 67.5%      |
|    |                                            | 100%       |

#### Catatan

1. **Capaian Pembelajaran Lulusan Prodi (CPL - Prodi)** adalah kemampuan yang dimiliki oleh setiap lulusan prodi yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan ketrampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.

2. **CPL yang dibebankan pada mata kuliah** adalah beberapa capaian pembelajaran lulusan program studi (CPL-Prodi) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, ketrampilan umum, ketrampilan khusus dan pengetahuan.
3. **CP Mata kuliah (CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. **Sub-CPMK Mata kuliah (Sub-CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. **Indikator penilaian** kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. **Kreteria Penilaian** adalah patokan yang digunakan sebagai ukuran atau tolok ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kreteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kreteria dapat berupa kuantitatif ataupun kualitatif.
7. **Bentuk penilaian:** tes dan non-tes.
8. **Bentuk pembelajaran:** Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian Kepada Masyarakat dan/atau bentuk pembelajaran lain yang setara.
9. **Metode Pembelajaran:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, dan metode lainnya yg setara.
10. **Materi Pembelajaran** adalah rincian atau uraian dari bahan kajian yg dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. **Bobot penilaian** adalah prosentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tsb., dan totalnya 100%.
12. TM=Tatap Muka, PT=Penugasan terstruktur, BM=Belajar mandiri.