

SYLLABUS & COURSE OUTLINES

ODD SEMESTER 2026/2027



Master of Agribusiness Management
Department of Agricultural Socio-Economics
Research Proposal
(PNMM265201/2 credits)

Teaching Team:

Prof. Dr. Ir. Dwidjono Hadi Darwanto, S.U.
Prof. Dr. Ir. Irham, M.Sc.
Prof. Dr. Jamhari, S.P., M.P.
Prof. Dr. Jangkung Handoyo Mulyo, S.P., M.Ec.
Dr. Ir. Lestari Rahayu Waluyati, M.P.
Ir. Any Suryantini, M.M., Ph.D.
Dr. Hani Perwitasari, S.P., M.Sc.
Arini Wahyu Utami, Ph.D.
Agus Dwi Nugroho, Ph.D.

UNIVERSITAS GADJAH MADA
FACULTY OF AGRICULTURE
2026

	Universitas Gadjah Mada Faculty of Agriculture Master's Study Program in Agribusiness Management Odd Semester 2026/2027				Document Code: 	
	SYLLABUS & COURSE OUTLINES					
Course Code	Course Name	Credit Weight (credits)		Semester	Course Status	Prerequisite Course
PNMM265201	Research Proposal	T: 0	P: 2	Odd	Compulsory	
Brief Course Description	Research Proposal is a scientific paper prepared in accordance with scientific writing rules that contains the research design to be carried out by master's (S2) program students under the supervision of a thesis supervisor. The research topics cover various issues within the scope of agribusiness management. This is a compulsory course that aims to equip students of the Master of Agribusiness Management program with an understanding of the writing and application of research proposal preparation related to the technical writing of scientific papers in accordance with scientific principles and rigor. In this course, the topics covered include, among others: the scope of thesis writing strategy, research procedures and technical guidance on thesis writing and title selection, review of previous research, theoretical foundation, background, problem statement, objectives, scope, research significance, operational definitions, and writing structure, research methods, and references.					
Graduate Learning Outcomes (CPL) Assigned to the Course	CPL1	S1. Demonstrates a Pancasila-based attitude and awareness of the interests of the nation and state S2. Demonstrates honesty, responsibility, self-confidence, emotional maturity, ethics, and awareness of being a lifelong learner. P1. Able to explain and relate management theory and application comprehensively and in an inter/multidisciplinary manner in the field of agribusiness. P2. Able to analyze problems in the field of agribusiness and evaluate alternative solutions based on agribusiness management theory and application.				
	CPL2	KU1. Able to think logically, critically, systematically, and creatively in the field of agribusiness management KU2. Able to conduct studies through an inter/multidisciplinary approach and make decisions to solve problems in the field of agribusiness management.				
	Indonesian National Qualification Framework (KKNI) Level 8					
Course Learning Outcomes (CPMK)	After completing this course, students are expected to be able to:					
	CPMK1	Students are able to identify problems, formulate hypotheses and models, and their analytical tools. [S1, P1, P2]				
	CPMK2	Students are able to prepare a research proposal in accordance with scientific writing ethics and rules and present it to the academic community. [S2, KU1, KU2]				
Relationship between CPMK and Learning Materials and Methods, and Time Allocation		Learning Materials		Learning Methods	Time Allocation	
	CPMK1	Scope of research proposal writing strategy		Project Based Learning	2x50 minutes	
	CPMK1	Research procedure and technical guidance on writing and selection		Project Based Learning	2x50 minutes	
	CPMK1	Review of previous research		Project Based Learning	2x50 minutes	
	CPMK1	Formulating data collection, selection, sorting, and categorization of data		Project Based Learning	2x50 minutes	
	CPMK1	Formulating data analysis		Project Based Learning	2x50 minutes	

	CPMK2	CHAPTER I: background, problem statement, objectives, scope, research significance, operational definitions, and writing structure		Project Based Learning	2x50 minutes
	CPMK2	Writing previous research and theoretical foundations (CHAPTER II)		Project Based Learning	2x50 minutes
	CPMK1	CHAPTER III: research methods		Project Based Learning	2x50 minutes
	CPMK1	Proposal Seminar		Project Based Learning	2x50 minutes
Learning Method	SCL: Learning Project Based Learning				
Student Learning Experience	Students provide alternative solutions to various given cases in accordance with the most appropriate resolution method				
Learning Media Access/ LMS and Percentage of Offline & Online	Offline: 100% (40% can be conducted online)				
Assessment Method and Alignment with CPMK	Technique Assessment	Percentage Assessment	Criteria/ Indicator	CPMK 1	CPMK 2
	Case based learning/Project based learning	100	Accuracy of students in completing cases according to the method	v	v
	Total	100			
*) can also be obtained from the Midterm or Final Exam resulting from participatory activities or project/case study results. In accordance with IKU 7, the total percentage of participatory activities and project/case study/PBL results is at least 50%.					
Reference List	1. Kotler, P. & K.L. Keller.2016. Marketing Management 15th Global edition. Pearson USA 2. Nelson, P.1980. Information and Consumer Behavior. Journal of Political Economy vol.78, No.2, pp.311-329. 3. Hesse-Biber, S. N. 2010. Mixed Methods Research Merging Theory with Practice. New York: The Guilford Press. 4. Stake, R. E., 2010. Qualitative Research; Studying How Things Work. New York London: The Guilford Press. 5. Tobin, J. 1958. Estimation of Relationships for Limited Dependent Variables. Econometrica Vol.26, pp.24-36. 6. Neumann, W.L. 2006. Social Research Methods: Qualitative and Quantitative Approaches, 6th Edition. Pearson Education, Inc. (N) 7. Kothari, C.R. 2004. Research Methodology Methods & Techniques. New Age International (P) Limited, Publishers. New Delhi. 8. Mack, C. A. 2018. How to write a good scientific paper. Society of Photo-Optical Instrumentation Engineers (SPIE). Bellingham, Washington USA 9. Lee, J.H. 2008. How to Write a Good Paper for a Top International Journal. Elsevier Author Workshop. Hohai University 10. Ferrari, R. 2015. Writing narrative style literature reviews. The European Medical Writers Association. Medical Writing. Vol 24 No.4				

	11. Fachriyan, H. A., Jamhari, J., Irham, I., & Waluyati, L. R. (2022). The effect of e-marketing mix on competitive positional advantage: a study on e-marketplaces in Indonesia. Calitatea, 23(190), 144-155.			
Name of Teaching Lecturer <i>(Team Teaching)</i>	Prof. Dr. Ir. Dwidjono Hadi Darwanto, S.U. Prof. Dr. Ir. Irham, M.Sc. Prof. Dr. Jamhari, S.P., M.P. Prof. Dr. Jangkung Handoyo Mulyo, S.P., M.Ec. Dr. Ir. Lestari Rahayu Waluyati, M.P. Ir. Any Suryantini, M.M., Ph.D. Dr. Hani Perwitasari, S.P., M.Sc. Arini Wahyu Utami, Ph.D. Agus Dwi Nugroho, Ph.D.			
Authorization	Date of Preparation	Course Coordinator	Field of Expertise Coordinator (If Any)	Head of Study Program
	<i>July 2026</i>	<i>Dr. Ir. Lestari Rahayu Waluyati, M.P.</i>	<i>Signature Full Name</i>	<i>Dr. Ir. Lestari Rahayu Waluyati, M.P.</i>