



PRESENSI DOSEN MENGAJAR

TA. 2025/2026 Sem. GENAP

Program Studi
Matakuliah
Bobot
Dosen

BISNIS DIGITAL
MARKET RESEARCH & COMPETITOR ANALYSIS [EKM332231]
3 SKS
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Kelas
Hari
Pukul
Ruang

23A1
00:00 s.d. 00:00

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf
I	04/03-26	Silabus Market Research & Competitor Analysis	Material yang akan dipelajari di setiap sesi perkuliahan	16	
II	11/03-26	Konsep Market Research	Konsep Market Research	14	
III	18/03-26	Research Objective Design	Research Objective Design	10	
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VII	14/04-26	Presentasi kelompok	Review Film Market Research & Competitor Analysis	18	
VIII	21/04-26	Presentasi kelompok	Review Film Market Research & Competitor Analysis	18	
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X	05/05-26	Porter Five Forces of Strategic Analysis	Porter's Five Forces of Strategic Analysis	11	
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XII	21/05-26	Presentasi kelompok	Tugas Market Research and Competitor Analysis UTMKM	12	
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