

Business Management

Introduction

Business Management Program teaches basic knowledge of economic and management areas such as Micro and Macroeconomics, Marketing, Global Human Resources, Finance and Accounting, and Operations. This curriculum provides opportunity and develop student's analytical skill with knowledge include Retail and Merchandising, International Business, E-Corporate, Entrepreneurship and Managing Innovation. Business Management program prepares students for a career in the business world and become an entrepreneur with managerial thinking.

Vision

To be an internationally recognized a distance learning program of management science with ICT driven and entrepreneurial ability.

Mission

The mission of Business Management Department is to contribute to the global community through the provision of world-class education by:

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with knowledge, and skills in global business trade, entrepreneurship, e-business, and business organization and prepare them for pursuing advanced degrees in business management or related disciplines.
3. Creating entrepreneurial managers to lead and work in a wide variety of business contexts and industries.
4. Conducting research and professional services for business development, e-business and business strategy.
5. Improving competitive managerial skills through impression, creative thinking, global mindset, ethics and collaborative influence.

Program Objective

The objectives of the program:

1. To provide students with fundamental knowledge in management science, economic & business quantitative method, business ethics and communication that they will need in management practices.
2. To developed competency of students with knowledge of business strategy, international trade, and e-business concept.
3. To provide students with research knowledge and skills that focus at high impact research through interdisciplinary methods and approaches.
4. To prepare each student to be an entrepreneur and leader of innovation by utilizing knowledge & skills in global business management

Student Outcomes

After completing the study, graduates are:

1. Each student should be able to comprehend business and management concept.
2. Each student should be able to work innovatively by applying their adept thinking, entrepreneurial, and ICT skills.
3. Each student should be able to perform global mindset in exercising business concept.
4. Each student should be able to apply ethical and professional values.
5. Each student must be able to develop business strategy skills in managerial decisions.
6. Each student is able to conduct empirical studies and modeling by applying entrepreneurial concepts to various types of organizations based on business functions.
7. Each student is able to apply the concept of international trade by using an e-business strategy.
8. Each student should be able to solve problem through multidisciplinary approaches.

Prospective Career of the Graduates

With the above-mentioned skills and knowledge, the Business Management graduate is able to follow a career in:

1. Marketing Specialist.
2. Consultant Management.
3. Researcher.
4. Entrepreneur.
5. Operational Leader/ Finance Leader.
6. Human Resources Manager Leader.
7. Business Intelligent.
8. International Marketer.
9. Technopreneur.
10. E-Business Specialist.

Curriculum

The curriculum is based on the National Curriculum and Management study program association that covers management knowledge and skills as well as attitude to support core competence.

Course Structure

| Sem | Code | Course Name | SCU | Total |
|-----|----------|---|-----|-------|
| 1 | MGMT6072 | Introduction to Management and Business | 4 | 20 |
| | MATH6102 | Business Mathematics | 4 | |
| | ECON6098 | Business Economics | 6 | |
| | MGMT6255 | Global Human Resources Management | 6 | |
| 2 | CHAR6019 | Character Building: Pancasila | 2 | 20 |
| | ACCT6363 | Accounting for Business | 4 | |
| | MKTG6113 | Marketing Management | 4 | |
| | CHAR6020 | Character Building: Kewarganegaraan | 2 | |

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|-----------------------------|---------------------------|---|----|----|
| | STAT6145 | Business Statistics | 6 | |
| | LANG6031 | Indonesian | 2 | |
| 3 | CHAR6021 | Character Building: Agama | 2 | 20 |
| | MGMT6397 | Operations Management & Managing Business Information | 6 | |
| | FINC6046 | Financial Management | 4 | |
| | COMM6525 | Business Ethics & Communication | 4 | |
| | ENGL6163 | English Professional | 4 | |
| 4 | ISYS6599 | Management Information Systems for Leader | 4 | 20 |
| | BUSS6189 | Business Sustainability | 4 | |
| | MGMT6146 | Strategic Management | 4 | |
| | ENTR6081 | Entrepreneurship | 4 | |
| | MGMT6162 | Change Management | 4 | |
| 5 | MKTG6125 | Retail and Merchandising | 4 | 20 |
| | MGMT6160 | Global Supply Chain Management | 4 | |
| | MKTG6292 | Market Research and Business Plan | 4 | |
| | ENTR6583 | Managing Entrepreneurial Organization and Leadership | 4 | |
| | ISYS6612 | E-Corporate Strategy and Management | 4 | |
| 6 | MGMT6409 | E-Marketing and E-CRM | 4 | 20 |
| | BUSS6048 | International Business | 4 | |
| | LAWS6183 | Legal Aspect in Business | 4 | |
| | BUSS6049 | Managing Innovation | 4 | |
| | RSCH6023 | Research Methodology | 4 | |
| 7 | Enrichment Program | | 12 | 20 |
| | Enrichment Program | | 8 | |
| 8 | RSCH6024 | Thesis | 6 | 6 |
| Total Credit 146 SCU | | | | |

Enrichment Program (7th Semester):

- Student will take one of enrichment program tracks. See enrichment appendix for the tracks detail.

Enrichment appendix: Minor program

| Course Code | Course Name | SCU | Total |
|-------------|--|-----|-------|
| ACCT6384 | Accounting for Small Medium Enterprise | 4 | 20 |
| MKTG6296 | Digital Marketing for Manager | 4 | |
| ISYS6619 | UX for Digital Business | 4 | |
| COMP6725 | Big Data Technologies | 4 | |
| ISYE6196 | Industrial Feasibility Analysis | 4 | |

Student will take all courses from the list above.

Enrichment appendix: Free Electives

| No | Code | Course | SCU | Program |
|----|----------|--|-----|----------|
| 1 | MGMT6413 | Introduction to Business and Economics | 4 | ACCT-PJJ |
| 2 | ACCT6130 | Cost Accounting | 4 | ACCT-PJJ |
| 3 | ACCT6374 | Managerial Accounting & Strategic Planning | 4 | ACCT-PJJ |
| 4 | ACCT6194 | Ethics and Corporate Governance | 4 | ACCT-PJJ |
| 5 | ACCT6193 | Research Methodology in Accounting and Finance | 4 | ACCT-PJJ |
| 6 | ACCT6329 | Intermediate Accounting I | 4 | ACCT-PJJ |
| 7 | FINC6193 | Corporate Financial Management and Modelling | 4 | ACCT-PJJ |
| 8 | ACCT6331 | Accounting Information System and Internal Control | 4 | ACCT-PJJ |
| 9 | ACCT6334 | Intermediate Accounting II | 4 | ACCT-PJJ |
| 10 | ACCT6381 | Advanced Accounting | 4 | ACCT-PJJ |
| 11 | MATH6077 | Discrete Mathematics | 4 | CS-PJJ |
| 12 | MATH6156 | Calculus and Linear Algebra | 4 | CS-PJJ |
| 13 | COMP6307 | Human and Computer Interaction | 4 | CS-PJJ |
| 14 | COMP6742 | Algorithm Design and Analysis | 4 | CS-PJJ |
| 15 | CPEN6214 | Computer Networks | 4 | CS-PJJ |
| 16 | COMP6600 | Operating System | 4 | CS-PJJ |
| 17 | COMP6275 | Artificial Intelligence | 4 | CS-PJJ |
| 18 | COMP6740 | Program Design Methods | 4 | CS-PJJ |
| 19 | COMP6276 | Compilation Techniques | 4 | CS-PJJ |
| 20 | COMP6728 | Research Methodology in Informatics | 4 | CS-PJJ |
| 21 | ACCT6174 | Introduction to Financial Accounting | 4 | SI-PJJ |
| 22 | ISYS6300 | Business Process Fundamental | 4 | SI-PJJ |
| 23 | ISYS6299 | Information System Concept | 4 | SI-PJJ |
| 24 | COMP6598 | Introduction to Programming | 4 | SI-PJJ |
| 25 | ISYS6307 | Data and Information Management | 4 | SI-PJJ |
| 26 | ISYS6597 | Introduction to Database Systems | 4 | SI-PJJ |
| 27 | ISYS6305 | Enterprise System | 4 | SI-PJJ |
| 28 | ISYS6515 | Research Methods in Information Systems | 4 | SI-PJJ |
| 29 | ISYS6507 | Testing and System Implementation | 4 | SI-PJJ |
| 30 | ISYS6310 | Information Systems Project Management | 4 | SI-PJJ |
| 31 | MATH6082 | Calculus I | 4 | TD-PJJ |
| 32 | MATH6094 | Calculus II | 4 | TD-PJJ |
| 33 | SCIE6057 | Chemistry and Biology | 4 | TD-PJJ |
| 34 | STAT6174 | Probability Theory and Applied Statistics | 4 | TD-PJJ |
| 35 | ISYE6187 | Engineering Economy and System Analysis | 4 | TD-PJJ |
| 36 | ISYE6188 | Human-Integrated Systems | 3/1 | TD-PJJ |
| 37 | ISYE6094 | Quality Engineering | 4 | TD-PJJ |
| 38 | ISYE6190 | Facility Planning and Safety Engineering | 4 | TD-PJJ |
| 39 | ELEC6021 | Free Elective Course 1 | 4 | PJJ |
| 40 | ELEC6022 | Free Elective Course 2 | 4 | PJJ |
| 41 | ELEC6023 | Free Elective Course 3 | 4 | PJJ |

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|----|----------|------------------------|---|-----|
| 42 | ELEC6024 | Free Elective Course 4 | 4 | PJJ |
| 43 | ELEC6025 | Free Elective Course 5 | 4 | PJJ |

Students should pass all of these quality-controlled courses as listed below:

| No | Course Code | Course Name | Minimal Grade |
|----|-------------|-----------------------------------|---------------|
| 1 | CHAR6019 | Character Building: Pancasila | B |
| 2 | ENTR6081 | Entrepreneurship | C |
| 3 | ECON6098 | Business Economics | C |
| 4 | MGMT6255 | Global Human Resources Management | C |
| 5 | MKTG6113 | Marketing Management | C |
| 6 | COMM6525 | Business Ethics & Communication | C |
| 7 | MGMT6160 | Global Supply Chain Management | C |
| 8 | MGMT6409 | E-Marketing & E-CRM | C |