

# 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 Business Management Study Program with ICT driven and entrepreneurial ability.

## Mission

The mission of Business Management Study Program 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, skills and practice 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 international trade, business development, e-business and business organizations.
5. Improving competitive managerial skills through impression, global business management, economics, business strategy and collaborative influence.

## Program Objective

The objectives of the program:

1. To provide students with fundamental knowledge in management science & business that they will need in management practices.
2. To provide students with management and business skills integrated with IT & high impact research related to business, management, marketing, international trade, providing adequate tools for business analysis in these areas.
3. To prepare each student to be an entrepreneur and agent of change by utilizing knowledge & skills in global business management.

## Student Outcomes

After completing the study, graduates are:

1. Able to formulate the management functions (planning, organizing, staffing, directing, controlling and also evaluating) at the operational level in various types of organizations.

2. Able to execute organizational functions (marketing, operations, human resources, finance, and strategy) at the operational level in various types of organizations.
3. Able to identify the managerial problems and organizational functions at the operational level, and take appropriate action based on the developed alternative solution, by applying entrepreneurial principles that rooted in local wisdom.
4. Able to contribute in arranging the organization's strategic plan and spell out the strategic plans into the organization's operational plan at the functional level.
5. Able to understand and implement the appropriate managerial decisions in various types of organizations at the operational level, based on the data analysis and information on business functions.
6. Able to perform the empirical studies and modeling using scientific methods on the various types of organizations based on the organizational functions.
7. Able to communicate the cross-function and level organization effectively.
8. Able to utilize the information and communication technology in developing global business competencies.
9. Able to apply a critical thinking on current business management case using the economic science and quantitative business.
10. Able to apply an integrated marketing and business strategies in a global business environment.

### **Prospective Career of the Graduates**

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

1. Entrepreneur / Entrepreneur sound business strategy and information technology.
2. Chief Operational Officer at the corporate / enterprise.
3. Strategic Management Consultant / global business consultant.
4. The Manager oriented e-Business.
5. Managers in almost all areas of industry (manufacturing, services, transportation, retail).
6. Human Resources Manager, Marketing Manager on corporations / multinationals.
7. Business researcher / developer in the banking industry, insurance, financial services, hospitality, and various other industry.
8. Project managers and development.

### **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	18
	MATH6102	Business Mathematics	4	
	MKTG6113	Marketing Management	4	
	STAT6110	Business Statistics	4/2	

Sem	Code	Course Name	SCU	Total
2	CHAR6019	Character Building: Pancasila	2	18
	ECON6030	Microeconomics	4	
	ISYS6295	Management Information Systems	4	
	ACCT6172	Introduction to Accounting	4	
	ENGL6163	English Professional	4	
3	CHAR6020	Character Building: Kewarganegaraan	2	20
	ECON6031	Macroeconomics	4	
	MKTG6127	Retail and merchandising	4	
	MGMT6157	Human Resources Management	4	
	FINC6046	Financial Management	4	
	COMM6263	Business Communication	2	
4	CHAR6021	Character Building: Agama	2	20
	ECON6032	Managerial Economics	4	
	MGMT6159	Operational Management	4	
	ACCT6173	Managerial Accounting	4	
	LAWS6095	Legal Aspect in Economic	2	
	BUSS6048	International Business	4	
5	MGMT6158	Cross Cultural Management	2	18
	MGMT6161	Sustainability Management	4	
	MGMT6162	Change Management	4	
	MGMT6160	Global Supply Chain Management	4	
	ENTR6081	Entrepreneurship	4	
6	ISYS6296	e-Business System	4	20
	ISYS6426	e-Corporate Strategy and Management	6	
	MKTG6115	e-Marketing Management	4	
	MKTG6116	e-CRM	4	
	LANG6031	Indonesian	2	
7	MKTG6117	Entrepreneurial Marketing	4	22
	ENTR6100	Managing Entrepreneurial Organization and Leadership	6	
	ENTR6053	Entrepreneurial Finance	4	
	ENTR6055	Business Plan	4	
	RSCH6023	Research Methodology	4	
8	BUSS6049	Managing Innovation	4	10
	RSCH6024	Thesis	6	
<b>Total Credit 146 SCU</b>				

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

No	Code	Course Name	Minimum Grade
1	CHAR6019	Character Building: Pancasila	B
2	ENTR6081	Entrepreneurship	C
3	MKTG6113	Marketing Management	C
4	ECON6030	Microeconomics	C
5	MGMT6157	Human Resources Management	C
6	FINC6046	Financial Management	C
7	MGMT6161	Sustainability Management	C
8	ISYS6296	e-Business System	C