

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	MGMT6072038	Introduction to Management and Business	4	20
	MATH6102038	Business Mathematics	4	
	ECON6098038	Business Economics	6	
	MGMT6255038	Global Human Resources Management	6	
2	CHAR6019038	Character Building: Pancasila	2	20
	ACCT6363038	Accounting for Business	4	
	MKTG6113038	Marketing Management	4	
	CHAR6020038	Character Building: Kewarganegaraan	2	
	STAT6145038	Business Statistics	6	
	LANG6031038	Indonesian	2	
3	CHAR6021038	Character Building: Agama	2	20
	MGMT6397038	Operations Management & Managing Business Information	6	
	FINC6046038	Financial Management	4	

Sem	Code	Course Name	SCU	Total
	COMM6525038	Business Ethics & Communication	4	
	ENGL6163038	English Professional	4	
4	ISYS6599038	Management Information Systems for Leader	4	20
	BUSS6189038	Business Sustainability	4	
	MGMT6146038	Strategic Management	4	
	ENTR6081038	Entrepreneurship	4	
	MGMT6162038	Change Management	4	
5	MKTG6125038	Retail and Merchandising	4	20
	MGMT6160038	Global Supply Chain Management	4	
	MKTG6292038	Market Research and Business Plan	4	
	ENTR6583038	Managing Entrepreneurial Organization and Leadership	4	
	ISYS6612038	E-Corporate Strategy and Management	4	
6	MGMT6409038	E-Marketing and E-CRM	4	20
	BUSS6048038	International Business	4	
	LAWS6183038	Legal Aspect in Business	4	
	BUSS6049038	Managing Innovation	4	
	RSCH6023038	Research Methodology	4	
7	Enrichment Program*		20	20
8	RSCH6024038	Thesis	6	6
			Total Credit 146 SCU	

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

Enrichment Track Scheme

Track scheme for semester 7. Student will take one of enrichment program tracks.

Track	Semester 7			
	Minor	Free Electives	Internship	Entrepreneurship
1	v	-	-	-
2	-	v	-	-
3	-	-	v	-
4	-	-	-	v

Enrichment Minor Track

Course Code	Course Name	SCU	Total
ACCT6384039	Accounting for Small Medium Enterprise	4	20

MKTG6296038	Digital Marketing for Manager	4	
ISYS6619035	UX for Digital Business	4	
COMP6725036	Big Data Technologies	4	
ISYE6196037	Industrial Feasibility Analysis	4	

Student will take all courses from the list above.

Enrichment Free Electives Track

No	Course Code	Course Name	SCU	Program
1	MGMT6413038	Introduction to Business and Economics	4	ACCT-PJJ
2	ACCT6130039	Cost Accounting	4	ACCT-PJJ
3	ACCT6374039	Managerial Accounting & Strategic Planning	4	ACCT-PJJ
4	ACCT6194039	Ethics and Corporate Governance	4	ACCT-PJJ
5	ACCT6193039	Research Methodology in Accounting and Finance	4	ACCT-PJJ
6	ACCT6329039	Intermediate Accounting I	4	ACCT-PJJ
7	FINC6193039	Corporate Financial Management and Modelling	4	ACCT-PJJ
8	ACCT6331039	Accounting Information System and Internal Control	4	ACCT-PJJ
9	ACCT6334039	Intermediate Accounting II	4	ACCT-PJJ
10	ACCT6381039	Advanced Accounting	4	ACCT-PJJ
11	COMP6742036	Algorithm Design and Analysis	4	CS-PJJ
12	COMP6275036	Artificial Intelligence	4	CS-PJJ
13	COMP6804036	Software Engineering	4	CS-PJJ
14	COMP6276036	Compilation Techniques	4	CS-PJJ
15	COMP6600036	Operating System	4	CS-PJJ
16	ACCT6174039	Introduction to Financial Accounting	4	SI-PJJ
17	ISYS6300035	Business Process Fundamental	4	SI-PJJ
18	ISYS6299035	Information System Concept	4	SI-PJJ
19	COMP6598036	Introduction to Programming	4	SI-PJJ
20	ISYS6307035	Data and Information Management	4	SI-PJJ
21	ISYS6597035	Introduction to Database Systems	4	SI-PJJ
22	ISYS6305035	Enterprise System	4	SI-PJJ
23	ISYS6515035	Research Methods in Information Systems	4	SI-PJJ
24	ISYS6507035	Testing and System Implementation	4	SI-PJJ
25	ISYS6310035	Information Systems Project Management	4	SI-PJJ
26	MATH6082016	Calculus I	4	TD-PJJ
27	MATH6094016	Calculus II	4	TD-PJJ
28	SCIE6057037	Chemistry and Biology	4	TD-PJJ
29	STAT6174037	Probability Theory and Applied Statistics	4	TD-PJJ
30	ISYE6187037	Engineering Economy and System Analysis	4	TD-PJJ
31	ISYE6188037	Human-Integrated Systems	3/1	TD-PJJ
32	ISYE6094037	Quality Engineering	4	TD-PJJ
33	ISYE6190037	Facility Planning and Safety Engineering	4	TD-PJJ
34	ELEC6046038	Free Elective Course 1: Business Analysis	4	PJJ

No	Course Code	Course Name	SCU	Program
35	ELEC6047038	Free Elective Course 2: Problem Solving Skills	4	PJJ
36	ELEC6048038	Free Elective Course 3: Collaboration and Adaptation	4	PJJ
37	ELEC6049038	Free Elective Course 4: Creative and Critical Thinking	4	PJJ
38	ELEC6050038	Free Elective Course 5: IT Literacy	4	PJJ
39	ELEC6051038	Free Elective Course 6: Human Literacy	4	PJJ
40	ELEC6052038	Free Elective Course 7: Data Literacy	4	PJJ
41	ELEC6053038	Free Elective Course 8: Business Creative	4	PJJ

Student will take five courses (20 SCU) from the list above.

Enrichment Internship Track

Course Code	Course Name	SCU	Total
MGMT6429038	Working Experience in Management	6	20
MGMT6430038	Management in Practice	4	
MGMT6432038	Industrial Experience in Management	6	
MGMT6431038	Employability and Entrepreneurial Skills in Management Industry	4	

Student will take all courses from the list above.

Enrichment Entrepreneurship Track

Course Code	Course Name	SCU	Total
ENPR6025038	Business Start Up in Management	6	20
ENPR6026038	Business Model & Validation in Management	4	
ENPR6027038	Launching New Venture in Management	6	
ENPR6028038	Entrepreneurship and Managing New Business in Management	4	

Student will take all courses from the list above.

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

No	Course Code	Course Name	Minimal Grade
1	CHAR6019038	Character Building: Pancasila	B
2	ENTR6081038	Entrepreneurship	C
3	ECON6098038	Business Economics	C
4	MGMT6255038	Global Human Resources Management	C
5	MKTG6113038	Marketing Management	C
6	COMM6525038	Business Ethics & Communication	C
7	BUSS6048038	International Business	C
8	MGMT6409038	E-Marketing & E-CRM	C