

**List of Courses
Bachelor of Management**

No	1 st Semester	Credits
1	Religion Subject	2
2	Pancasila (Indonesian Philosophy)	2
3	English I	3
4	Mathematics of Business	3
5	Introduction of Micro Economics	3
6	Fundamental of Accounting	3
7	Introduction of Business	3
8	Mandarin	3
Total		22

No	2 nd Semester	Credits
1	Taxation	3
2	Ethic of UMB	2
3	Civics	2
4	English II	3
5	Introduction of Management	3
6	Introduction of Macro Economics	3
7	Accounting Based on Computer	3
8	Indonesian Language	2
Total		21

No	3 rd Semester	Credits
1	Tourism Management	3
2	Business English	3
3	Operation Management	3
4	Financial Management	3
5	Marketing Management	3
6	Human Resource Management	3
7	Ethics and Business Law	3
Total		21

No	4 th Semester	Credits
1	Company Budgeting	3
2	Salesmanship	3
3	Business Feasibility Study	3
4	Indonesian Economics	3
5	Entrepreneurship I	3
6	International Business	3
7	English for Management	3
Total		21

No	5 th Semester	Credits
1	Business Communication	3
2	Statistics	3
3	Entrepreneurship Clinic	3
4	Change Management	3
5	Management Information Systems	3
6	Concentration Subjects*	6
	Concentration of Marketing Management	
	Digital Marketing Communication *)	3
	Customer Behaviour	3
	Concentration of Human Resource Management	
	Human Resource Planning and Development	3
	Compensation Management and Industrial Relationship	3
	Concentration of Tourism Management	
	Business Event Management	3
	Destination Tourism Management	3
	Concentration of Operational Management	
	Total Quality Management *)	3
	Project Management	3
	Concentration of Financial Management	
	Risk Management for Business	3
	Investment Management	3
Total		21

No	6 th Semester	Credits
1	Research Method for Marketing	3
	Research Method for Human Resources	3
	Research Method for Tourism	3
	Research Method for Operational	3
	Research Method for Finance	3

2	Statistics Based on Computer	3
3	Strategic Management	3
4	Business Simulation	3
5	Organization Behaviour	3
6	Concentration Subject*	6
	Concentration of Marketing Management	
	International Marketing	3
	Value Based Marketing	3
	Concentration of Human Resource Management	
	Psychology of Human Resource Management	3
	Practicum of Human Resource Planning and Development	3
	Concentration of Tourism Management	
	Travel Management	3
	Hotel Management	3
	Concentration of Operational Management	
	Supply Chain Management	3
	Performance Management	3
	Concentration of Financial Management	
	Analysis Financial Report	3
	International Financial Management	3
	<i>Total</i>	<i>21</i>

No	7 th Semester	Credits
1	Managerial Decision Making	3
2	Sharia Banking	3
3	Concentration Subject*	6
	Concentration of Marketing Management	
	E-Marketing	3
	Product and Brand Management	3
	Concentration of Human Resource Management	
	Leadership	3
	Talent Management	3
	Concentration of Tourism Management	
	Culinary Business Management	3
	Practicum of Hotel Management	3
	Concentration of Operational Management	
	Operation Excellent Strategy	3
	Stock Management	3
	Concentration of Financial Management	
	Instrument Financial Derivative	3
	Behavioral Corporate Finance	3
	<i>Total</i>	<i>12</i>
	CONCENTRATION SUBJECTS	
	Concentration of Marketing Management	

1	Digital Marketing Communication	3
2	Customer Behaviour	3
3	International Marketing	3
4	Value Based Marketing	3
5	E-Marketing	3
6	Product and Brand Management	3
7	Research Method for Marketing	3
	Concentration of Human Resource Management	
1	Human Resource Planning and Development	3
2	Compensation Management and Industrial Relationship	3
3	Psychology of Human Resource Management	3
4	Practicum of Human Resource Planning and Development	3
5	Leadership	3
6	Talent Management	3
7	Research Method of Human Resources	3
	Concentration of Tourism Management	
1	Business Event Management	3
2	Destination Tourism Management	3
3	Travel Management	3
4	Hotel Management	3
5	Culinary Business Management	3
6	Practicum of Hotel Management	3
7	Research Method for Tourism	3
	Concentration of Operational Management	
1	Total Quality Management	3
2	Project Management	3
3	Supply Chain Management	3
4	Performance Management	3
5	Operation Excecelent Strategy	3
6	Stock Management	3
7	Research Method for Operational	3
	Concentration of Financial Management	
1	Risk Management for Business	3
2	Investment Management	3
3	Analysis Financial Report	3
4	International Financial Management	3
5	Instrument Financial Derivative	3
6	Behavioral Corporate Finance	3
7	Research Method for Finance	3

No	8 th Semester	Credits
1	Thesis	6
2	Internship	3
	Total	9

<i>Total Credit</i>	<i>148</i>
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**Course Description for The Bachelor of Economics
in
Management
Faculty of Economics and Business**

1st SEMESTER	
Subjects	Competency
Religion Subject	To provide a basis for the development of intellectual abilities of individual students in order to become a person of character, self-confident, able to compete and polite.
Pancasila (Indonesian Philosophy)	Able to analyze problems in the life of society, nation and state through intellectual responsibility by preserving the values of Pila Sila in the reality of life.
English I	This subject is to provide the students to understand the text books in English, include the grammar, reading and writing.
Mathematics of Business	This subject is to introduce the basic of business mathematic, familiar with application in mathematic formulation to solve the business problems.
Introduction of Micro Economics	This subject is to introduce the basic concept of consumer and producer behavior and market, include utility concept, demand, supply, demand elasticity, economic systems, etc.
Fundamental of Accounting	The students should be able to: <ul style="list-style-type: none"> • Identify and perform continuing steps of the accounting cycle. • Apply and explain alternative methods of asset valuation and key internal controls. • Understand and demonstrate concepts such as Generally Accepted Accounting Principles (GAAP) and ethics.
Introduction of Business	This course discusses; the role of business research, stages of the research process, research methods for collecting primary data, measurements concepts, sampling and fieldwork, data analysis and presentation, comprehensive cases with computerized.
Mandarin	This subject is learning about basic Mandarin. In this subject, students will more focus on speaking about simple sentences and daily life. Students expecting could express Mandarin in sentence with correct grammar.

2 nd SEMESTER	
Subjects	Competency
Taxation	<ul style="list-style-type: none"> • Exhibit sophisticated knowledge related to tax accounting rules and regulations and analyze and resolve tax problems. • Identify, define, and resolve tax issues through their understanding, knowledge, and application of research methods and databases. • Recognize and apply relevant ethical standards as required in tax practice. • Write and deliver skillful tax communications. • Demonstrate an understanding of tax issues from an international perspective.
Ethic of UMB	This subject is proposed to prepare the students familiar to apply business ethics in business practice so they can develop the real professionalism.
Civics	This course explains the importance of Pancasila with its Five Principles as the foundation of Indonesia statehood, together with Diversity in Unity.
English II	This subject is the advance of Basic English proposing the students be able to speak and write in English related to the business communication.
Introduction of Management	This course is a continuation of Business Introduction course, which discusses the principles of organizational management, both profit / non profit, with attention to various aspects, including environmental aspects, both internal and external, by inculcating business ethics and social responsibility organization. Concepts of efficiency and effectiveness, employee motivation and leadership are also discussed.
Introduction of Macro Economics	The students will learnt about the section of economics that studies how the economy as a unity, concerning the workings of the economy as a unity, explains the economic changes that affect households, enterprises and markets simultaneously
Accounting Based on Computer	<ul style="list-style-type: none"> • Able to apply logical, critical, systematic, and innovative thinking in the context of development or implementation of science and technology that cares and implements the value of humanities appropriate to its area of expertise. • Able to show independent performance, quality and measurable. • Able to examine the implications of the development or implementation of science and technology that concerns and implements the value of humanities in accordance with their areas of expertise based on rules, procedures and scientific ethics in order to produce solutions, ideas, designs or art criticism"
Indonesian Language	Learning Indonesian language structure, idioms and phrases and composition.

3 rd SEMESTER	
Subjects	Competency
Tourism Management	1. Able to apply logical, critical, systematic, and innovative thinking in

	<p>the context of developing or implementing science and technology of human ties value appropriate to their of expertise.</p> <ol style="list-style-type: none"> 2. Able to perform independently, qualified, and measurable. 3. Able to examine the implications of the development or implementation of science and technology that concerns and humanities value according to their expertise, rules and scientific ethics in order to produce solutions, ideas, designs or art criticism. 4. Able to arrange scientific descriptions of the results of the study in the form of thesis or final project report, and upload it in the college page. 5. Able to make decisions appropriately and solve problems based on the results of information and data analysis. 6. Able to maintain and develop network with mentors, colleagues, inside and outside the institution. 7. Able to take responsibility for the achievement of group work, supervise and evaluate the completion of work assigned to workers who are under its responsibility.
Business English	<ol style="list-style-type: none"> 1. Able to communicate with others in practical, business-oriented situations. 2. Able to express themselves in English with greater fluency, accuracy and confidence. 3. Able to handle themselves in English in a variety of business contexts, from negotiating, to using the telephone, to making presentations, to socialising.
Operation Management	This subject is to understand the definition and scope of operational management and its relation to other functions within organization.
Financial Management	This subject is to understand the financial concept including any financial ratio.
Marketing Management	This course introduces important concepts and tools in marketing management practices. As marketing is an art and science thus knowing necessary technical knowledge and ability to implement the tools in a real market situation through practices is immensely important for students
Human Resource Management	Students understand managerial functions and operational functions of MSDM to be able to manage human resources in business organizations and non businesses. Students are able to explain presentations identifying analyzes and applying in everyday life. This course is given after graduating course Introduction to Business and Introduction to Management.
Ethics and Business Law	This course discusses the introduction to the concept of business ethics, business ethics, the relevance, business and ethics, business ethics, ethical principle of utilitarianism, social responsibility, justice and rights in business – workers, business law, contract law in business, insurance, intellectual property law, the law of antitrust and competition law, cheaters, the permissions in the business world, and the law of consumer protection.

4th SEMESTER

Subjects	Competency
Company Budgeting	Students learn how to prepare a corporate budget based on information

	available or information gathered from internal and external. This subject is to discuss the basic concept of planning and profit control, sales budgeting, production budgeting, overhead cost budgeting, etc.
Salesmanship	Having the knowledge, insight and working attitude needed to identify the company's marketing element, able to approach to potential customers until the sale. Also understand the important role of sales management as a corporate marketing element.
Business Feasibility Study	<ul style="list-style-type: none"> • Students have ideas of individual and group efforts. • Student can analyse the marketing aspect of the business ideas of the group. • Student can analyse the engineering aspects of the business ideas of the group. • Student can analyse the management aspects of the business ideas of the group. • Student can analyse the financial aspects of the business ideas of the group. • Students can analyze the juridical aspect social business ideas and economic groups. • Students can present their group's business idea.
Indonesian Economics	This subject is proposed to introduce the knowledge of economic development problems in Indonesia.
Entrepreneurship I	This subject is proposed to prepare the students to have an entrepreneur skill based on the current issues.
International Business	This subject is proposed to develop students' capability to handle the international trade in many kind of management function, proposing to face the trade directing globalization.
English for Management	<ul style="list-style-type: none"> • Improving your English language skills in a variety of project management contexts. • Developing your ability to communicate technical project management terminology in English. • Benchmarking your knowledge with other project managers. • Discussing case studies. • Increasing confidence when using English. • Fast tracking the development of your overall language ability. • Developing language skills applicable across functions and responsibilities and key to the progression of your career.

5th SEMESTER

Subjects	Competency
Business Communication	Students are able to understand the basic concepts of business communication; understand the importance of communication skills and know how to use it in business. Students can read or write and convey information accurately on business communication issues including problem solving strategies, writing drafts, revising and editing strategy instruction, command and documents; able to write reports and business proposals.
Statistics	This subject is to introduce the meaning, scope and using of statistic as

	the principle equipment in economic, including frequent distribution, location size, correlation and regression analysis, etc.
Entrepreneurship Clinic	<ul style="list-style-type: none"> • Students are able to describe business planning • Students are able to understand the business stakeholders • Students are able to understand and distinguish the business environment • Students are able to understand and explain the meaning of a comparative study • Students are able to understand and apply organizations and business entities"
Change Management	Students learn the activities and reorganizational process aimed at empowering employees to accept and embrace changes in business environment.
Management Information Systems	This subject is to provide the basic knowledge in learning and developing the Information Management Systems.
Concentration Subjects*	
Concentration of Marketing Management	
Digital Marketing Communication *)	<ul style="list-style-type: none"> • Contributing to the improvement of the quality of life of society, nation, state, and progress of civilization based on Pancasila; • Able to apply logical, critical, systematic, and innovative thinking in the context of development or implementation of science and technology that cares and implements the humanities value appropriate to its area of expertise; • Able to demonstrate independent performance, quality, and measurable. • Able to solve routine management function problems (planning, organizing, directing, controlling) and organizational functions (marketing, human resources, operations and finance) with applicable rules; • Able to formulate and implement strategic plans into operational plans; • Master the concept of theory in management science and apply it in various types of organizations both business and non-business at local, national and global levels;"
Customer Behaviour	The students will learnt about customer behavior, basic concepts of customer behavior, cross-cultural variation, internal influence differences, customer behavior motivation, Customer Decision Process: Situational Influence and Problem Introduction, Information and Evaluation Search and Alternative Selection, Outlet Selection and Purchase, Post Purchase Process, Customer Satisfaction, and commitment.
Concentration of Human Resource Management	
Human Resource Planning and Development	The student is able to explain the benefits and the interconnectedness of human resources planning and development in the achievement of the strategic goals of the organization. Students are able to draw up an analysis of the needs of employees,

	devise a forecast the availability of human resources, training needs analysis, organizing and training evaluation.
Compensation Management and Industrial Relationship	Students understand the compensation provisions, factors determining the compensation, as well as have the ability to carry out the management of the compensation system in the organization of the company.
Concentration of Tourism Management	
Business Event Management	In this course students learn about the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of tourism
Destination Tourism Management	In this course students learn about the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of tourism
Concentration of Operational Management	
Total Quality Management *)	This subject is concentration for Operation Management Subject. Aim for Total Quality Management subject is expected the students to master the concepts and principles of TQM, can apply various tools and techniques to achieve TQM, Able to apply statistical approach in quality control and able to apply TQM in industry.
Project Management	<ul style="list-style-type: none"> • Able to understand project management processes to gain competitive advantage. • Students can implement the concepts and techniques in managing a project.
Concentration of Financial Management	
Risk Management for Business	After following this course, students are expected to have the ability to manage corporate risks through an understanding of risk and risk management, the identification and measurement of risk, as well as being able to perform analysis in order to provide a widespread considerations against the consequences which may arise due to the decisions taken. Thus the expected behavior can optimize corporate value relative to the risks taken.
Investment Management	<ul style="list-style-type: none"> • Being able to understand and determine the price of stocks and bonds. • Being able to understand the dividend policy. • Being able to understand and determine the rate of return and risks of an investment. • Being able to understand and determine the rate of return and risk on investment in the form of portfolio. • Capable of forming an optimal portfolio. • Able to analyze the performance of a portfolio. • Being able to understand and utilize financial products that can provide a hedge.

6th Semester	
Subjects	Competency

<p>Research Method for Marketing</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • State the role and functions of marketing within a range of organisations. • Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations. • Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation. • Use written formats to communicate marketing outcomes. • Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts. • Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices. • Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation. • Synthesise ideas into a marketing plan. • Demonstrate the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation. • Manage themselves and members they work with in a team when undertaking independent management study. • Access skills that enable them to target and secure work placements.
<p>Research Method for Human Resources</p>	<ul style="list-style-type: none"> • Explain the importance of human resources and their effective management in organizations. • Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs. • Describe the meanings of terminology and tools used in managing employees effectively • Record governmental regulations affecting employees and employers • Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.
<p>Research Method for Tourism</p>	<ul style="list-style-type: none"> • To introduce the learner to the concepts of tourism research • To equip the learner with the techniques needed to do tourism research • To give the learner exposure to some of the commonly used data analysis software packages • To prepare the learner to carry out micro-research project, both pure and applied • To train the learner how to communicate research findings • To make the learner capable of critically examining research claims
<p>Research Method for Operational</p>	<ul style="list-style-type: none"> • Explain the concept and scope of operations management in a business and education context. • Evaluate a selection of frameworks used in the design and delivery of operations. • Appraise the appropriateness and applicability of a range of operations. • Management systems/models in the control of business/HE environments. • Assess a range of philosophies for improving the effectiveness and

	<p>efficiency of organisational operations.</p> <ul style="list-style-type: none"> • Development of secondary research and examination skills.
Research Method for Finance	<ul style="list-style-type: none"> • Understand both the theoretical and practical role of financial management in business corporations. • Analyse the finances of individual corporations both in terms of their performance and capital requirements. • Evaluate the role and importance of shareholders within modern corporations. • Have a greater appreciation and understanding of the importance of risk within the context of financial decision making. • Access financial information from a wide variety of sources and use this information to research and assess corporations.
Statistics Based on Computer	<ul style="list-style-type: none"> • Students are able to describe the concept of statistics • Students are able to understand statistical analysis techniques • Students are able to understand and distinguish descriptive analysis tools on primary and secondary data • Students are able to understand and explain the concept of opportunity and opportunity distribution • Students are able to understand and apply data analysis Regression, Path, SEM"
Strategic Management	<p>This course focuses on some of the important current issues in strategic management. It will concentrate on modern analytical approaches and on enduring successful strategic practices. It is a combination of multi disciplines of various management functions. Apply theories and practicalities.</p>
Business Simulation	<p>Business Simulation is a practical, integrative business course that requires teams of students to operate a simulated start-up business. Acting as a board of directors, student set the direction for the company to build up the business by making decisions related to its strategy, finance, market, operations, staffing and innovation. It aims to foster interdisciplinary decision-making in an inexact environment and to prepare students for the problems.</p>
Organization Behaviour	<p>Students can understand and explain about how organizational theory happened in the organization at the level of individuals, groups and organizations as a whole as well as how the actions of management in encouraging behavior and structure in the organization, the field of science that is associated with this discussion and framework disciplined organizational behavior. Able to explain how individuals behave in the organization.</p>
Concentration Subject*	
Concentration of Marketing Management	
International Marketing	<p>The students will learn about the scope of global marketing, global environment that consists of economic, cultural, political and legal, segmentation and global positioning, global marketing strategy, a strategy to enter the global market, the policy of global product strategy global prices, global communications, logistics and distribution and marketing operations globally</p>
Value Based Marketing	<ul style="list-style-type: none"> • Students are able to describe the concept of Value Based Marketing

	<ul style="list-style-type: none"> • Students are able to understand the strategy in Value Based Marketing • Students are able to understand and identify consumer needs to create producer opportunities with Value Based Marketing concept • Students are able to understand and explain the importance of Value Based Marketing • Students are able to understand and apply Value Based Marketing to each product intended for consumers"
Concentration of Human Resource Management	
Psychology of Human Resource Management	Students have the ability to consider and empower the psychological aspects of the company's human resources as an individual in order to create working conditions and a healthy working atmosphere within the organization in order to support the achievement of the vision and mission of the organization as a whole.
Practicum of Human Resource Planning and Development	The student is able to explain the benefits and the interconnectedness of human resources planning and development in the achievement of the strategic goals of the organization. Students are able to draw up an analysis of the needs of employees, devise a forecast the availability of human resources, training needs analysis, organizing and training evaluation.
Concentration of Tourism Management	
Travel Management	The student will learnt about marketing, the concept of developing tourism science, especially the branch of tourism development policy in the context of tourism travel. Able to develop expertise in formulating policies, human resource development, planning and management of tourism & service products, resource utilization & tourism product development, and governance of tourism.
Hotel Management	In this course students learn about the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of tourism
Concentration of Operational Management	
Supply Chain Management	<ul style="list-style-type: none"> • Able to understand the strategy of supply chain management, cases and simulations are provided. • Students can implement the skills of managing the supply chain.
Performance Management	<ul style="list-style-type: none"> • Students are able to describe the basic concepts and concepts for a function • Students are able to classify science and technology of science • Students are able to understand and identify assessment techniques • Students are able to understand and measure work performance • Students are able to understand and explain the rationale • Students are able to understand and explain the methods in performance management
Concentration of Financial Management	

Analysis Financial Report	<p>The students should be able to:</p> <ul style="list-style-type: none"> • Apply established techniques for analysing financial statement information for forecasting, valuation and risk analysis purposes. • Apply the major concepts and theories of fundamental analysis and key steps involved in conducting a fundamental analysis and valuation of a company. • Use financial statement information in a modelling environment to identify and recommend solutions to variety of financial challenges. • Analyse and synthesise a firm's financial statement information in the context of the firm's economic and business condition to make informed recommendations on investment decisions about the firm.
International Financial Management	<ul style="list-style-type: none"> • Students are able to describe The International Financial Environment • Students are able to understand the Exchange Rate Behavior • Students are able to understand and distinguish Exchange Rate Risk Management • Students are able to understand and explain the importance of Long-Term Asset and Liability Management • Students are able to understand and apply Short-Term Asset and Liability Management"

7 th Semester	
Subjects	Competency
Managerial Decision Making	On this course the student study about the concept of decision making, problem solving, apply decision style and using decision aiding tools, creating customer satisfaction and implement motivation and management control.
Sharia Banking	able to explain the basic concepts and processes as well as Islamic managements analyze developments of thought in the field of Islamic managements as well as being able to explain Islamic managements functions thoroughly in accordance with the Qur'an and As-Sunnah.
Concentration Subject*	
Concentration of Marketing Management	
E-Marketing	<ul style="list-style-type: none"> • Students are able to describe the concept of E-Marketing • Students are able to understand the strategies in E-Marketing • Students are able to understand and identify consumer needs to create producer opportunities with E-Marketing concept • Students are able to understand and explain the importance of E-Marketing • Students are able to understand and apply E-Marketing to any product intended for consumers"
Product and Brand Management	The students will learnt about the competencies related to product development and brand management capabilities. From the planning, the preparation of the proposal, the implementation, to the measurement of its success.
Concentration of Human Resource Management	

Leadership	This subject has objectives to develop student attitude to apply in the public to be focused on theory and concept on leadership style, behavior principal agent, principal agent problem, promotion, job design, equity theory, reward systems, efficiency wages, rationalizing behavior.
Talent Management	Strategies used in applying talent management, the difference between applying talent management, 4 steps; Assessment, Coaching, Evaluation, Organizing, and developing.
Concentration of Tourism Management	
Culinary Business Management	In this course students learn about the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of tourism
Practicum of Hotel Management	In Practicum of Hotel Management course the students will learnt about the the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of the intended tourism
Concentration of Operational Management	
Operation Excellent Strategy	<ul style="list-style-type: none"> • Students are able to describe Excellent Operation Strategy • Students are able to understand the application of method and ipteks • Students are able to understand and differentiate strategy • Students are able to understand and explain the importance of measurement and planning • Students are able to understand and implement project planning, just in time, scheduling, maintenance"
Stock Management	<ul style="list-style-type: none"> • Being able to understand and analyze the financial condition of the company through a financial statement that provided. • Capable of performing long-term financial planning related to the growth of the company. • Capable of performing investment decisions. • Being able to determine the best capital structure and funding decisions do. • Able to manage cash, accounts receivable and inventory. • Able to plan the company's funding through loans alloy futures and the lease. • Being able to understand the benefits of a merger, acquisition, restructuring, reorganization and liquidation.
Concentration of Financial Management	
Instrument Financial Derivative	In Instrument Financial Derivatif course the students will learnt about the marketing of derivative concepts and financial instruments used, the history and function of futures markets, differences in derivative financial instruments with financial instruments in general, forward contracts, swap contracts, futures contracts and option contracts applicable to companies / stock exchanges.
Behavioral Corporate Finance	<ul style="list-style-type: none"> • Students are able to describe the concept of consumer behavior • Students are able to understand the variation of consumer behavior • Students are able to understand and distinguish internal influences

	<ul style="list-style-type: none"> • Students are able to understand and explain the importance of motivation of consumer behavior • Students are able to understand and apply Consumer Decision Process: Situational Influence and Problem Introduction"
CONCENTRATION SUBJECTS	
Concentration of Marketing Management	
Digital Marketing Communication	<ul style="list-style-type: none"> • Contributing to the improvement of the quality of life of society, nation, state, and progress of civilization based on Pancasila; • Able to apply logical, critical, systematic, and innovative thinking in the context of development or implementation of science and technology that cares and implements the humanities value appropriate to its area of expertise; • Able to demonstrate independent performance, quality, and measurable. • Able to solve routine management function problems (planning, organizing, directing, controlling) and organizational functions (marketing, human resources, operations and finance) with applicable rules; • Able to formulate and implement strategic plans into operational plans; • Master the concept of theory in management science and apply it in various types of organizations both business and non-business at local, national and global levels;"
Customer Behaviour	The students will learnt about customer behavior, basic concepts of customer behavior, cross-cultural variation, internal influence differences, customer behavior motivation, Customer Decision Process: Situational Influence and Problem Introduction, Information and Evaluation Search and Alternative Selection, Outlet Selection and Purchase, Post Purchase Process, Customer Satisfaction, and commitment.
International Marketing	The students will learnt about the scope of global marketing, global environment that consists of economic, cultural, political and legal, segmentation and global positioning, global marketing strategy, a strategy to enter the global market, the policy of global product strategy global prices, global communications, logistics and distribution and marketing operations globally
Value Based Marketing	<ul style="list-style-type: none"> • Students are able to describe the concept of Value Based Marketing • Students are able to understand the strategy in Value Based Marketing • Students are able to understand and identify consumer needs to create producer opportunities with Value Based Marketing concept • Students are able to understand and explain the importance of Value Based Marketing • Students are able to understand and apply Value Based Marketing to each product intended for consumers"
E-Marketing	<ul style="list-style-type: none"> • Students are able to describe the concept of E-Marketing

	<ul style="list-style-type: none"> • Students are able to understand the strategies in E-Marketing • Students are able to understand and identify consumer needs to create producer opportunities with E-Marketing concept • Students are able to understand and explain the importance of E-Marketing • Students are able to understand and apply E-Marketing to any product intended for consumers"
Product and Brand Management	The students will learnt about the competencies related to product development and brand management capabilities. From the planning, the preparation of the proposal, the implementation, to the measurement of its success.
Research Method for Marketing	<p>The students will be able to:</p> <ul style="list-style-type: none"> • State the role and functions of marketing within a range of organisations. • Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations. • Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation. • Use written formats to communicate marketing outcomes. • Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts. • Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices. • Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation. • Synthesise ideas into a marketing plan. • Demonstrate the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation. • Manage themselves and members they work with in a team when undertaking independent management study. • Access skills that enable them to target and secure work placements.
Concentration of Human Resource Management	
Human Resource Planning and Development	<p>The student is able to explain the benefits and the interconnectedness of human resources planning and development in the achievement of the strategic goals of the organization.</p> <p>Students are able to draw up an analysis of the needs of employees, devise a forecast the availability of human resources, training needs analysis, organizing and training evaluation.</p>
Compensation Management and Industrial Relationship	Students understand the compensation provisions, factors determining the compensation, as well as have the ability to carry out the management of the compensation system in the organization of the company.
Psychology of Human Resource Management	Students have the ability to consider and empower the psychological aspects of the company's human resources as an individual in order to create working conditions and a healthy working atmosphere within the organization in order to support the achievement of the vision and

	mission of the organization as a whole.
Practicum of Human Resource Planning and Development	The student is able to explain the benefits and the interconnectedness of human resources planning and development in the achievement of the strategic goals of the organization. Students are able to draw up an analysis of the needs of employees, devise a forecast the availability of human resources, training needs analysis, organizing and training evaluation.
Leadership	This subject has objectives to develop student attitude to apply in the public to be focused on theory and concept on leadership style, behavior principal agent, principal agent problem, promotion, job design, equity theory, reward systems, efficiency wages, rationalizing behavior.
Talent Management	Strategies used in applying talent management, the difference between applying talent management, 4 steps; Assessment, Coaching, Evaluation, Organizing, and developing.
Research Method of Human Resources	<ul style="list-style-type: none"> • Explain the importance of human resources and their effective management in organizations. • Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs. • Describe the meanings of terminology and tools used in managing employees effectively • Record governmental regulations affecting employees and employers • Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.
Concentration of Tourism Management	
Business Event Management	In this course students learn about the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of tourism
Destination Tourism Management	In this course students learn about the scope of tourism in which includes the introduction of hospitality and culinary business so that tourstudents are able to understand the basis of tourism
Travel Management	The student will learnt about marketing, the concept of developing tourism science, especially the branch of tourism development policy in the context of tourism travel. Able to develop expertise in formulating policies, human resource development, planning and management of tourism & service products, resource utilization & tourism product development, and governance of tourism.
Hotel Management	In this course students learn about the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of tourism
Culinary Business Management	In this course students learn about the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of tourism
Practicum of Hotel Management	In Practicum of Hotel Management course the students will learnt about the the scope of tourism in which includes the introduction of hospitality and culinary business so that students are able to understand the basis of the intended tourism

Research Method for Tourism	<ul style="list-style-type: none"> • To introduce the learner to the concepts of tourism research • To equip the learner with the techniques needed to do tourism research • To give the learner exposure to some of the commonly used data analysis software packages • To prepare the learner to carry out micro-research project, both pure and applied • To train the learner how to communicate research findings • To make the learner capable of critically examining research claims
Concentration of Operational Management	
Total Quality Management	This subject is concentration for Operation Management Subject. Aim for Total Quality Management subject is expected the students to master the concepts and principles of TQM, can apply various tools and techniques to achieve TQM, Able to apply statistical approach in quality control and able to apply TQM in industry.
Project Management	<ul style="list-style-type: none"> • Able to understand project management processes to gain competitive advantage. • Students can implement the concepts and techniques in managing a project.
Supply Chain Management	<ul style="list-style-type: none"> • Able to understand the strategy of supply chain management, cases and simulations are provided. • Students can implement the skills of managing the supply chain.
Performance Management	<ul style="list-style-type: none"> • Students are able to describe the basic concepts and concepts for a function • Students are able to classify science and technology of science • Students are able to understand and identify assessment techniques • Students are able to understand and measure work performance • Students are able to understand and explain the rationale • Students are able to understand and explain the methods in performance management
Operation Excellent Strategy	<ul style="list-style-type: none"> • Students are able to describe Excellent Operation Strategy • Students are able to understand the application of method and ipteks • Students are able to understand and differentiate strategy • Students are able to understand and explain the importance of measurement and planning • Students are able to understand and implement project planning, just in time, scheduling, maintenance"
Stock Management	<ol style="list-style-type: none"> 1. Understand Stock control. 2. Discuss warehousing and types of warehouses. 3. Calculate and interpret EOQ. 4. Determine and explain Stock levels.
Research Method for Operational	<ul style="list-style-type: none"> • Explain the concept and scope of operations management in a business and education context. • Evaluate a selection of frameworks used in the design and delivery of operations. • Appraise the appropriateness and applicability of a range of operations. • Management systems/models in the control of business/HE

	<p>environments.</p> <ul style="list-style-type: none"> • Assess a range of philosophies for improving the effectiveness and efficiency of organisational operations. • Development of secondary research and examination skills.
Concentration of Financial Management	
Risk Management for Business	<p>After following this course, students are expected to have the ability to manage corporate risks through an understanding of risk and risk management, the identification and measurement of risk, as well as being able to perform analysis in order to provide a widespread considerations against the consequences which may arise due to the decisions taken. Thus the expected behavior can optimize corporate value relative to the risks taken.</p>
Investment Management	<ul style="list-style-type: none"> • Being able to understand and determine the price of stocks and bonds. • Being able to understand the dividend policy. • Being able to understand and determine the rate of return and risks of an investment. • Being able to understand and determine the rate of return and risk on investment in the form of portfolio. • Capable of forming an optimal portfolio. • Able to analyze the performance of a portfolio. • Being able to understand and utilize financial products that can provide a hedge.
Analysis Financial Report	<p>The students should be able to:</p> <ul style="list-style-type: none"> • Apply established techniques for analysing financial statement information for forecasting, valuation and risk analysis purposes. • Apply the major concepts and theories of fundamental analysis and key steps involved in conducting a fundamental analysis and valuation of a company. • Use financial statement information in a modelling environment to identify and recommend solutions to variety of financial challenges. • Analyse and synthesise a firm's financial statement information in the context of the firm's economic and business condition to make informed recommendations on investment decisions about the firm.
International Financial Management	<ul style="list-style-type: none"> • Students are able to describe The International Financial Environment • Students are able to understand the Exchange Rate Behavior • Students are able to understand and distinguish Exchange Rate Risk Management • Students are able to understand and explain the importance of Long-Term Asset and Liability Management • Students are able to understand and apply Short-Term Asset and Liability Management"
Instrument Financial Derivative	<p>In Instrument Financial Derivatif course the students will learnt about the marketing of derivative concepts and financial instruments used, the history and function of futures markets, differences in derivative financial instruments with financial instruments in general, forward contracts, swap contracts, futures contracts and option contracts</p>

	applicable to companies / stock exchanges.
Behavioral Corporate Finance	<ul style="list-style-type: none"> • Students are able to describe the concept of consumer behavior • Students are able to understand the variation of consumer behavior • Students are able to understand and distinguish internal influences • Students are able to understand and explain the importance of motivation of consumer behavior • Students are able to understand and apply Consumer Decision Process: Situational Influence and Problem Introduction"
Research Method for Finance	<ul style="list-style-type: none"> • Understand both the theoretical and practical role of financial management in business corporations. • Analyse the finances of individual corporations both in terms of their performance and capital requirements. • Evaluate the role and importance of shareholders within modern corporations. • Have a greater appreciation and understanding of the importance of risk within the context of financial decision making. • Access financial information from a wide variety of sources and use this information to research and assess corporations.

8 th Semester	
Subjects	Competency
Thesis	<ul style="list-style-type: none"> • Formulating a research question; • Applying fundamental business management concepts and/or theories to analyse the research question; develop a research framework (model if applicable); and/or design a solution for a business problem; • Adopting a coherent research design, and using appropriate data collection and analysis techniques for the validation of the empirical findings (if applicable); • Demonstrating the scientific contribution and practical relevance of the research carried out; • Providing a consistent, wellstructured and -argued text of a Bachelor Thesis article; • Planning and managing your own learning process; and • Presenting and defending results of your Bachelor Thesis course during the Students' Bachelor Thesis Conference .
Internship	