

SYLLABUS

Date / Revision 25 Jan 2017 / 20 Aug 2017 / PP
Faculty Business and Social Sciences
Study Programs IBA/MGT

SUBJECT: Introduction to Business & Management 2

1 Basic Information

1.01	Subject Name	Introduction to Business & Management 2
1.02	Semester	2
1.03	Level	1
1.04	SKS	2
1.05	Mandatory / Curriculum	D-02
1.06	Subject Code	MGNT-1010
1.07	Subject Code	
1.08	Year	2017 (7)
1.09	Quality Control	Final Test, OFSE, see evaluation
1.10	Limitations	Min 12 and Max 32 students in one class
1.11	Combined with	01:AVI;
1.12	Perquisite	None
1.13	Responsible	Dr. Samuel Prasetya
1.14	Revision	20-08-2017/pp

2 Description of Subject

The main topics to be covered are:

- Motivating & managing human resources
- Customer-driven marketing
- Dimensions of marketing strategy
- Digital marketing
- Social marketing
- Accounting & financial statements
- Money & financial systems
- Financial management
- Security markets & analysis

3 Objectives

- the most important methodological approaches and concepts of business administration and social sciences.
- core aspects of business administration and social sciences and will be able to illustrate, contrast, and apply the main concepts and theories from the fields of business administration.
- the basics of doing business inside a company.
- the process of business planning.

4 Competency

After having the course, students are expected to:

- At the end of the course students will have an overview of the most important methodological approaches and concepts of business administration and social sciences.
- After completing the course, students will be able to describe the core aspects of business administration and social sciences and will be able to illustrate, contrast, and apply the main concepts and theories from the fields of business administration.
- Through the successful participation in this course students are able to recognize the basics of doing business inside a company.
- Students are also able to discuss critically the role of an entrepreneur and the process of business planning.

5 Learning Approach / Methodology

- Lectures/ Class contact (time-tabled) supplemented with interactive questions and answers;
- Discuss and describe the solution of the problem in the company;
- Tutorial/Laboratory/Practice Classes: preview of materials, revision and/or reports writing;
- Student Study Effort: homework/assignment; preparation for test/quizzes/ examination.

6 Evaluation

5.1	Absence maximum	25%
5.2	Participation in Discussion	05 Points
5.3	Homework / Classwork	05 Points
5.4	Presentation /Simulation	10 Points
5.5	Daily Quiz	20 Points
5.6	Final Examination	60 Points
	Total	100 Points

7 Text Book and Reference

1	Main Text Book: Ferrell, OC, Geoffrey A. Hirt, and Linda Ferrell (2011), Business: A Changing World, 8th Edition, McGraw-Hill/Irwin, New York City, NY: USA. ISBN # 978-125-900743-9
2	Supplement Textbooks: Hand-outs Journal articles

8 Content / Topics of Lecture

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	Motivating Human Resources <ul style="list-style-type: none"> Nature of human relations Theory of employee motivation Strategy for motivation employee 	Ch 9	Individual writing project
2	Managing Human Resources <ul style="list-style-type: none"> Planning for human resources needs Recruiting and selecting new employee Developing the workforce Compensating the workforce 	Ch 10	Presentation group 1
3	Reviewing the previous chapters	Ch 9-10	Draft 1
4	Evaluation on the previous discussions & chapters	Ch 9-10	Quiz 1
5	Customer-driven Marketing <ul style="list-style-type: none"> Nature of marketing Developing marketing strategy Buying behavior 	Ch 11	Presentation group 2
6	Dimensions of Marketing Strategy <ul style="list-style-type: none"> Product strategy Pricing strategy Distribution strategy Promotion strategy 	Ch 12	Presentation group 3 Draft 2
7	Digital Marketing & Social Networking <ul style="list-style-type: none"> Using digital media in business Type of consumer-generated marketing and digital media Using digital media to reach and learn customers 	Ch 13	Presentation group 4
8	Semester Break: make-up classes only and/or excursions		
9	Accounting & Financial Statements <ul style="list-style-type: none"> The accounting process Financial statement Ratio analysis 	Ch 14	Presentation group 5 Draft 3
10	Money & Financial Systems <ul style="list-style-type: none"> Money in the financial system Indonesian financial system 	Ch 15	Presentation group 6
11	Financial Management & Security Markets <ul style="list-style-type: none"> Managing current assets and liabilities 	Ch 16	Presentation group 7

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> Managing fixed assets Financing with long-term liabilities 		
12	Reviewing the previous chapters	Ch 14-16	
13	Reviewing the previous chapters	Ch 14-16	
14	Presentation/Guest Lecturer	Ch 1-16	
15	Evaluation on the previous discussions & chapters	Ch 14-16	Quiz 3 Final Draft
16	Silent Week: only make-up classes and/or excursion		
16	Final Examination		