



SEKOLAH TINGGI MANAJEMEN IPMI

JL. Rawajati Timur I/1, Kalibata, Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12750
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JURNAL PERKULIAHAN S1 ADMINISTRASI BISNIS 2022 ODD

MATA KULIAH : Thought Leadership
 NAMA DOSEN : Liza Agustina Maureen Nelloh, SE., MM
 KREDIT/SKS : 2 SKS
 KELAS : 5BA

TATAP MUKA KE	HARI/TANGGAL	MULAI	SELESAI	RUANG	STATUS	RENCANA MATERI	REALISASI MATERI	KEHADIRAN MHS	PENGAJAR	TANDA TANGAN
1	Selasa, 6 September 2022	10:30	12:00	04.1	Selesai	Introduction to Thought Leadership Learning Outcome of the TL Course	Students were lectured on the concept of Thought Leadership A rich discussion on the concept of beauty Discussion using visual aids to explore the beauty concept by Dove	(21 / 30)	Cut Sjahrifa	
2	Selasa, 13 September 2022	10:30	12:00	04.1	Selesai	Presentation case study: DOVE Real Beauty Campaign	In groups, students present how the brand DOVE transformed from selling beauty products to selling the concept of beauty. The students learn how DOVE became an authority in the concept of beauty. How Dove became a Thought Leader	(27 / 30)	Cut Sjahrifa	

3	Selasa, 20 September 2022	10:30	12:00	04.1	Selesai	Innovation Engine	Using the case study of Taman Bunga Nusantara, students learn about the Innovation Engine. The Innovation engine describes six elements to enhance innovation: knowledge, imagination, attitude, resources, habitat, culture	(26 / 30)	Cut Sjahrifa	
4	Selasa, 27 September 2022	10:30	12:00	04.1	Selesai	The importance of Observation skill in developing novelty ideas.	The students exercised observation skills through paintings. The concept of Look, See, Think applied in various paintings such as Monet, Matisse, Van Gogh, Picasso, Pollock, etc The students were given a group assignment to observe ipmi campus (environment, rooms, personnel, etc)	(25 / 30)	Cut Sjahrifa	
5	Selasa, 4 Oktober 2022	10:30	12:00	04.1	Selesai	Students learn about the importance of reframing and exercise how to reframe a problem.	Using abstract paintings, students learn how to see a situation through different angles. Using two cases, students learn how to reframe a problem and generate various solutions Students learn how to think using the What If and how to use story telling to engage others	(22 / 30)	Cut Sjahrifa	
6	Selasa, 11 Oktober 2022	10:30	12:00	04.1	Selesai	Company visit to Taman Bunga Nusantara	Company visit to Taman Bunga Nusantara	(30 / 30)	Cut Sjahrifa	

7	Selasa, 18 Oktober 2022	10:30	12:00	D	Selesai	Guest Speaker: Tuty Effendy from Love Pink	The class had a session with bu Tuty Effendy, one the senior members of the organization, Love Pink. Love Pink is an organization/social movement for early detection of breast cancers. Its objective is to save lives. The campaign which was carried out by Lovepink represents the four steps of the Thought Leadership process	(27 / 30)	Cut Sjahrifa	
8	Selasa, 25 Oktober 2022	10:30	12:00	D	Selesai	Mid Test	Mid Test	(0 / 30)	Cut Sjahrifa	



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9	Selasa, 1 November 2022	10:30	12:00	D	Selesai	Thought leaders talk about problem-solving, not features	Thought leaders talk about problem-solving, not features	(26 / 30)	Liza Agustina Maureen Nelloh, SE., MM	
10	Selasa, 8 November 2022	10:30	12:00	D	Selesai	Thought Leadership at IPMI	Thought Leadership at IPMI: Guest Speaker	(28 / 30)	Liza Agustina Maureen Nelloh, SE., MM	
11	Selasa, 15 November 2022	10:30	12:00		Selesai	Analogy and Metaphor	Analogy and Metaphor	(28 / 30)	Liza Agustina Maureen Nelloh, SE., MM	
12	Selasa, 22 November 2022	10:30	12:00		Selesai	Thought Leaders do the unexpected	Thought Leaders do the unexpected	(27 / 30)	Liza Agustina Maureen Nelloh, SE., MM	
13	Selasa, 29 November 2022	10:30	12:00	D	Selesai	Becoming Expert, Innovator, and Artist	thoughts to be an expert, innovator, and artist	(22 / 30)	Liza Agustina Maureen Nelloh, SE., MM	
14	Selasa, 6 Desember 2022	10:30	12:00	D	Selesai	Becoming an educator, business owner, and author	Guest Speaker with Ms. Athalia, Workshop about how to start a business based on the thoughts of " educator, business owner, and author"	(22 / 30)	Liza Agustina Maureen Nelloh, SE., MM	

15	Selasa, 13 Desember 2022	10:30	12:00	D	Selesai	Business outcome of Thought Leadership	Business outcome of Thought Leadership	(30 / 30)	Liza Agustina Maureen Nelloh, SE., MM	
16	Selasa, 20 Desember 2022	10:30	12:00		Selesai	Final Exam	Final Exam	(28 / 30)	Liza Agustina Maureen Nelloh, SE., MM	

Jakarta, 01 Februari 2023
Ketua Prodi S1 Administrasi Bisnis



Liza Agustina Maureen Nelloh, SE., MM

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