

Intro to Bus & Mgmt (INR)

<u>NK</u>	<u>chpts</u>	
1	1	Bus & Econ >
2	1	
3	2	Ethics = Victoria/Bernadette/Giandra.
4	3	Intro Business awina/Faiz/Amgad
5	1-3	Quiz #1
6	4	Organizing the Bus: Andrea/Maria/ Khunda.
7	5	Small Businesses chika/Shirika/Didia
8	4-5	Quiz #2
9	6	Nature of Mgmt adnan/Putra/Faiz
10	7	Organizing/Teamwork Dimention/Syandra Cita
11	8	Managing Services & Manufacturing Jessica/Aluna/ Sabrina
12	6-8	Quiz #3
13	>	Review + others
14		
15	final exam	1-8

Intro to Bus. & Mgmt (HTM)

OK

- 1/2 Chpt 1 = Dynamics of Bus/Econ *
- 3 2 = Ethics Jonathan & Indra
- 4 3 = International Bus Michael & Reggy + Tisha
- 5 - - - - - QUIZ # 1
- 6 4 = Organizing Bus Allison & Natasha
- 7 5 = Small Bus + Entre Gary & Andi
- 8 - - - - - QUIZ # 2
- 9 6 = Management Lybal & Nikita + Andy
- 10 7 = Org/Teamwork Francis & Fard
- 11 8 = Managing Services + operations Joel & Humberto Rabeu.
- 12 - - - - - QUIZ # 3
- 13 > Review + other agents
- 14
- 15 Final Exam = (1-8)

Degrees of competition

* P/comp. MC Oli Monopoly. *

"same"
Homogenous ✓

BUS
ORG

Heterogeneous
"different"

Basis of differences?

- shapes
- types
- price
- size?
- positioning.

Uniqueness

Mkt research

P/s Individuals ✓

Consumer Behavior
Konsumenten ✓

Target

(DREAMS)
Intention to Buy ✓

Willingness to pay ✓
(ABILITY)

Mkt trends
(modify)

Market-driven

Customer-driven
pelanggan

Cust Service

GAP

FDI ← \$
Ind.

go to slides
chpt # 1

Intro to Bus. & Mgmt (HTM)

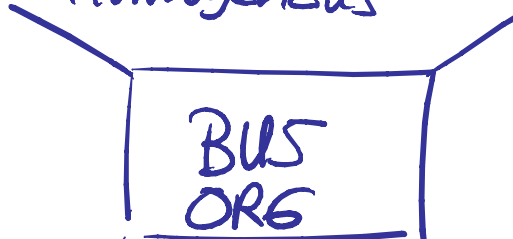
OK

- 1/2 Chpt 1 = Dynamics of Bus/Econ *
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- 5 - - - - - QUIZ # 1
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- 11 8 = Managing Services + operations Joel & Hamboko Rshya.
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Degrees of competition

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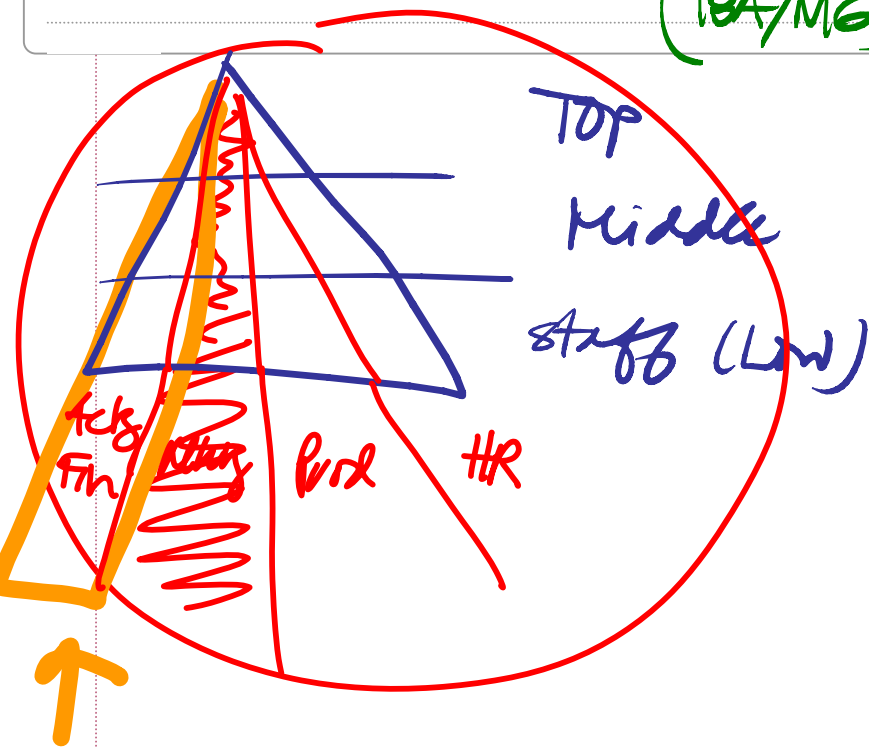
"same"
Homogeneous



Heterogeneous
"different"



Introduction to Bus & Mgmt (IBA/ME)



<u>Wk</u>	<u>chpt</u>	<u>topics</u>
1	1	Dynamics of Bus & Mgmt ✓
2	1	
3	2	Ethics Rana/Raffi/Delby/Wendy
4	3	Int'l Business Reza/Edward/Sovan/Tisa
5	1-3	Quiz #1
6	4	Organizing Bus stephanie/agnes/Adit
7	5	Small Bus. Taufiq/audifa/kevin/Fajri
8	4-5	Quiz # 2
9	6	Mgmt Gyda/Fya/dinda
10	7	Org + teamwork. Rian/Sarah/Isra
11	8	Managing services aulia/Del/Wabir
12	6-8	Quiz # 3
13	> Review + other agenda	
14		
15	Final exam 1-8	

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degrees of competition

Monopoly

Same products
homogeneous

BUS/ORG

WHY?

Prod capacity ↑
potential sales ↑
profitability ↑

CF ↑

Cash = king

profit ↑ (NI)

