
SYLLABUS

Date/Revision : January 25, 2017
Faculty : Business and Social Sciences
Approval : Dr. Samuel Prasetya

SUBJECT : INTRODUCTION TO BUSINESS & MANAGEMENT 2

1. Identification of Subject:

Name of Subject : Introduction to Business & Management 2
Code of Subject : MGNT-1010
SKS/ECTS : 2/3
Semester : 2
Study Program : B-MGT/B-IBA/B-HTM
Lecturer : Dr. Samuel Prasetya

2. Competency (Learning Outcome)

- 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.

3. 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

4. Learning Approach

Approach : Combination of Expository - inquiry and collaborative

Method : Discussions, questions/answers, sample problems/cases, group works
 Student Task : Home work, presentation
 Media : LCD projector

5. Evaluation

Maximum absences : 25%
 Projects (individual & group) : 20 points
 Presentation : 10 points
 Quizzes : 10 points
 Final Examination : 60 points
 Total : 100 points

6. Contents/Topics of Lecturing

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 	Ch 14	Presentation group 5 Draft 3

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> Financial statement Ratio analysis 		
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 Managing fixed assets Financing with long-term liabilities 	Ch 16	Presentation group 7
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		

7. Book Reference:

- Main Textbook:** 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
- Additional References:**
 - Ebert, Ronald J, and Ricky W. Griffin (2012), *Business Essentials*, 9th Edition, Pearson Prentice Hall, Upper Saddle River, NJ: USA. ISBN # 0-13-15720-5
 - Nickels, W., J. McHugh, and S. McHugh (2010), *Understanding Business*, 9th Edition, McGraw Hill Higher Education, Columbus, OH: USA