
SYLLABUS

Date/ Revision April 26, 2017
Faculty Business and Social Sciences
Approval Dr. Samuel Prasetya

SUBJECT : BUSINESS SEMINAR

1. Identification of Subject:

Name of Subject : Business Seminar
Code of Subject : ELBS-9000
SKS / ECTS : 3 SKS
Semester : 8
Study Program : B-AVM/IBA/MGT
Lecturer : Team Teaching

2. Competency

After having the course, students are expected to:

- a) Describe the business in a changing world
- b) Explain the starting and growing a business
- c) Understand the managing for quality and competitiveness
- d) Able to creating the human resource advantage
- e) Understand the marketing: developing relationship
- f) Explain the financing the enterprise

3. Description of Subject:

This course offers the students to understand how the functional areas of business have to be coordinated as changes in the economy, technology, global competition, and consumer decision making continues to evolve. All these changes are presented in concepts that entry-level students can understand.

4. Learning Approach

Approach : Combination of expository - inquiry and collaborative
Method : Discussions, questions/answers, sample problems/cases
Student Task : Quizzes and group projects
Media : LCD projector

5. Evaluation

a) Non-attendance maximum : 25%
b) Homework/Projects : 20 points
c) Presentation, Simulation : 10 points
d) Quiz : 10 points
e) Final Examination : 60 points
 Total : 100 points

6. Contents/Topics of Lecturing:

Week	Content / Topics of Lecturing	Text Book Chapter	Remark
1	<ul style="list-style-type: none"> The Dynamics of Business and Economics Business Ethics and Social Responsibility 	Chapter 1 & 2	Find articles on this subject
2	<ul style="list-style-type: none"> Business in a Borderless World Options for Organizing Business 	Chapter 3 & 4	Find articles on this subject
3	<ul style="list-style-type: none"> Small Business, Entrepreneurship, and Franchising The Nature of Management 	Chapter 5 & 6	Find articles on this subject
4	SEMINAR		
5	<ul style="list-style-type: none"> Organization, Teamwork, and Communication Managing Service and Manufacturing Operations 	Chapter 7 & 8	Find articles on this subject
6	<ul style="list-style-type: none"> Motivating the Workforce 	Chapter 9	Find articles on this subject
7	SEMINAR		
8	Semester Break: Only Make-Up Classes		
9	<ul style="list-style-type: none"> Managing Human Resources Customer Driven Marketing 	Chapter 10 & 11	Find articles on this subject
10	<ul style="list-style-type: none"> Dimensions of Marketing Strategy Digital Marketing and Social Networking 	Chapter 12 & 13	Find articles on this subject
11	SEMINAR		
12	<ul style="list-style-type: none"> Money and the Financial System 	Chapter 14	Find articles on this subject
13	<ul style="list-style-type: none"> Accounting and Financial Statements 	Chapter 15	Find articles on this subject
14	SEMINAR		
15	<ul style="list-style-type: none"> Financial Management and Securities Markets 	Chapter 16	Find articles on this subject and submit the assignment on final exam
16	Semester Break: Only Make-Up Classes		
17	Final Examination		

7. Book Reference:

a) Main Textbook

O.C. Ferrel, Geoffrey Hirt, and Linda Ferrell, Business (A Changing World), 10th Edition, McGraw-Hill International

b) Supplement Articles

Various online journal articles