

KEPUTUSAN REKTOR INSTITUT IPMI
NOMOR: 78.5/IPMI-SK/VIII/2024
TENTANG
PENUGASAN DOSEN MENGAJAR SEMESTER GANJIL 2024/2025
PADA PROGRAM STUDI ADMINISTRASI BISNIS

REKTOR INSTITUT IPMI

Menimbang : a. Bahwa Institut IPMI merupakan lembaga pendidikan tinggi yang mengemban tugas membentuk peserta didik menjadi pribadi yang memiliki percaya diri, professional, handal, bersaing, memiliki wawasan global, beriman dan bertaqwa kepada Tuhan Yang Maha Esa;
b. Bahwa sehubungan dengan dimulainya perkuliahan Semester Ganjil 2024/2025, perlu menugaskan dosen untuk mengajar mata kuliah pada Program Studi Administrasi Bisnis;
c. Bahwa penugasan tersebut pada butir b diatas perlu diatur dalam Surat Keputusan Rektor Institut IPMI.

Memperhatikan : 1. Undang-Undang Nomor 12 Tahun 2012 tentang Pendidikan Tinggi;
2. Peraturan Pemerintah Nomor 4 Tahun 2014 tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi;
3. Surat Keputusan Pengurus Yayasan Pengembangan Manajemen Indonesia Nomor 001/SK-YPMI/IV/2022 tentang Penyempurnaan Statuta Sekolah Tinggi Manajemen IPMI.

MEMUTUSKAN

Menetapkan : Keputusan Rektor Institut IPMI tentang Penugasan Dosen Mengajar Semester Ganjil 2024/2025 pada Program Studi Administrasi Bisnis.

Pertama : Menugaskan kepada **Assoc Prof. Dr. Leonard Ong, S.E., M.Comm, CDM** sebagai Dosen Pengajar pada Program Studi Administrasi Bisnis Semester Ganjil 2024/2025 dengan daftar nama mata kuliah dibawah ini:

| No. | Kode | Nama Mata Kuliah | Kelas | SKS |
|-----------|---------|----------------------------|----------|-----|
| 1 | EMM424 | International Marketing | BBA2021 | 3 |
| 2 | EMM517 | Customer Focused Marketing | MBA2024 | 2 |
| 3 | CBC5414 | Influence and Negotiation | EMBA2023 | 2 |
| Total SKS | | | | 7 |

- Kedua : Keputusan ini berlaku sejak tanggal ditetapkan dan kepada yang bersangkutan untuk diketahui dan dipergunakan sebagai mestinya sesuai dengan peraturan yang berlaku di Institut IPMI.
- Ketiga : Keputusan ini dibuat dengan ketentuan apabila dikemudian hari terdapat kekeliruan dalam penetapan ini, maka perbaikan dan/atau perubahan akan dilakukan sebagaimana mestinya.

Ditetapkan di : Jakarta
Pada tanggal : 29 Agustus 2024
Rektor Institut IPMI,



Prof. Ir. M. Aman Wirakartakusumah, M.Sc.,
Ph.D.



INSTITUT IPMI

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 Website : <https://ipmi.ac.id> (<https://ipmi.ac.id/>) e-Mail : info@ipmi.ac.id (<mailto:info@ipmi.ac.id>)

JURNAL PERKULIAHAN S2 ADMINISTRASI BISNIS 2024 ODD

MATA KULIAH : Customer Focused Marketing
 NAMA DOSEN : Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM
 KREDIT/SKS : 2 SKS
 KELAS : R0924

| TATAP MUKA KE | HARI/TANGGAL | MULAI | SELESAI | RUANG | STATUS | RENCANA MATERI | REALISASI MATERI | KEHADIRAN MHS | PENGAJAR | TANDA TANGAN |
|---------------|---------------------------|-------|---------|-------|---------|--|--|---------------|---|--------------|
| 1 | Selasa, 17 September 2024 | 18:45 | 20:15 | | Selesai | An overview of Strategic Marketing | An overview of Strategic Marketing | (15 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 2 | Selasa, 17 September 2024 | 20:15 | 21:45 | | Selesai | An Overview Strategic Marketing | An Overview Dstrategic Marketing | (15 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 3 | Selasa, 24 September 2024 | 18:45 | 20:15 | | Selesai | Market Research and Consumer Insight | Market Research and Consumer Insight | (15 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 4 | Selasa, 24 September 2024 | 20:15 | 21:45 | | Selesai | Marketing Plan - SME Marketing | Marketing Plan - SME Marketing | (15 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 5 | Selasa, 1 Oktober 2024 | 18:45 | 20:15 | | Selesai | Asynchronous - Product Concept and PLC | Asynchronous - Product Concept and PLC | (15 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 6 | Selasa, 1 Oktober 2024 | 20:15 | 21:45 | | Selesai | Review Marketing Plan | Review Marketing Plan | (15 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 7 | Selasa, 8 Oktober 2024 | 18:45 | 20:15 | | Selesai | Marketing Plan Presentation - Low Cost Carrier | Marketing Plan Presentation - Low Cost Carrier | (15 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 8 | Selasa, 8 Oktober 2024 | 20:15 | 21:45 | | Selesai | Services Marketing | Services Marketing | (15 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |



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MATA KULIAH : Customer Focused Marketing
 NAMA DOSEN : Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM
 KREDIT/SKS : 2 SKS
 KELAS : R0924

| TATAP MUKA KE | HARI/TANGGAL | MULAI | SELESAI | RUANG | STATUS | RENCANA MATERI | REALISASI MATERI | KEHADIRAN MHS | PENGAJAR | TANDA TANGAN |
|---------------|-------------------------|-------|---------|-------|---------|---|---|---------------|---|--------------|
| 9 | Selasa, 15 Oktober 2024 | 18:45 | 20:15 | | Selesai | Branding and Packaging | Branding and Packaging | (11 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 10 | Selasa, 15 Oktober 2024 | 20:15 | 21:45 | | Selesai | Marketing Plan Presentation - Green Marketing | Marketing Plan Presentation - Green Marketing | (12 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 11 | Selasa, 22 Oktober 2024 | 18:45 | 20:15 | | Selesai | Marketing Plan - Digital Bank | Marketing Plan - Digital Bank | (10 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 12 | Selasa, 22 Oktober 2024 | 20:15 | 21:45 | | Selesai | Promotion and Price Setting | Promotion and Price Setting | (11 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 13 | Selasa, 29 Oktober 2024 | 18:45 | 20:15 | | Selesai | Consumer and Business Behaviour - 1 | Consumer and Business Behavior 1 | (14 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 14 | Selasa, 29 Oktober 2024 | 20:15 | 21:45 | | Selesai | Consumer and Business Behaviour 2 | Consumer and Business Behaviour 2 | (14 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 15 | Selasa, 5 November 2024 | 18:45 | 20:15 | | Selesai | Final Exam Project Marketing Plan | Final Exam Project Marketing Plan | (14 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |
| 16 | Selasa, 5 November 2024 | 20:15 | 21:45 | | Selesai | Final Exam Project Marketing Plan | Final Exam Project Marketing Plan | (14 / 15) | Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM | |

Jakarta, 3 Februari 2025
Plt Ketua Prodi
S2 Administrasi Bisnis



Sidrotun Naim, M.P.A., Ph.D.
NIP. 20-09-02-22



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ISI PRESENSI MAHASISWA S2 ADMINISTRASI BISNIS 2024 ODD

Mata kuliah : EMM517 - Customer Focused Marketing

Nama Kelas : R0924

| No | NIM | NAMA | TATAP MUKA | | | | | | | | | | | | | | | |
|-----------------|----------|------------------------------------|-------------------|-------------------|-------------------|-------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|------------------|
| | | | 17 Sep 2024 | 17 Sep 2024 | 24 Sep 2024 | 24 Sep 2024 | 1 Okt 2024 | 1 Okt 2024 | 8 Okt 2024 | 8 Okt 2024 | 15 Okt 2024 | 15 Okt 2024 | 22 Okt 2024 | 22 Okt 2024 | 29 Okt 2024 | 29 Okt 2024 | 5 Nov 2024 | 5 Nov 2024 |
| Peserta Reguler | | | | | | | | | | | | | | | | | | |
| 1 | 24231001 | Jin Ye Eun | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |
| 2 | 24231002 | Arrye Genap Parhusip | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |
| 3 | 24231003 | Henny Taurina Isnawati | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |
| 4 | 24231004 | Valentina Lugo Arias | H | H | H | H | H | H | H | H | H | I | I | H | H | H | H | H |
| 5 | 24231005 | Wahyu Madyo Basuki | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |
| 6 | 24231006 | Alfa Lik Hendradi | H | H | H | H | H | H | H | H | A | H | A | H | H | H | H | H |
| 7 | 24231007 | Sri Handayani | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |
| 8 | 24231008 | Egan Pradhana Falih Putra | H | H | H | H | H | H | H | H | H | A | A | H | H | H | H | H |
| 9 | 24231009 | Adianto Juniardi Prakoso | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |
| 10 | 24231010 | Yulitari Flora Theresa BR. Hutapea | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |
| 11 | 24231011 | Ahmad Robiton | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H |
| 12 | 24231012 | Dhimas Surya Negara | H | H | H | H | H | H | H | H | A | A | A | A | H | H | H | H |
| 13 | 24231013 | Teguh Pradhana Putra | H | H | H | H | H | H | H | H | A | A | A | A | H | H | H | H |
| 14 | 24231014 | Cahyo Pudyadi Wiwoho | H | H | H | H | H | H | H | H | A | A | H | H | H | H | H | H |

Dicetak oleh: Eri Sulistina, pada 03 Februari 2025 09:32:12 WIB | siakad.ipmi.ac.id/siakad/rep_ksiabsensi

| | | | | | | | | | | | | | | | | | | |
|--------------------------|----------|------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 15 | 24231015 | Andra Noor Satyo | H | H | H | H | H | H | H | H | H | H | H | H | A | A | A | A |
| Paraf Ketua Kelas | | | | | | | | | | | | | | | | | | |
| Paraf Dosen | | | | | | | | | | | | | | | | | | |



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BERITA ACARA UAS

Kami pengawas UAS pada Program Studi S2 S2 Administrasi Bisnis

| | | |
|-----------------------|---|----------------------------|
| 1. Mata Ujian | : | Customer Focused Marketing |
| 2. Pada Hari, Tanggal | : | Selasa, 5 November 2024 |
| 3. Waktu | : | 20:15 - 21:45 |
| 4. Ruang | : | |
| 5. Tahun Akademik | : | 2024/2025 |
| 6. Semester | : | Ganjil |
| 7. Peserta | : | |
| Jumlah | : | 15 orang |
| Hadir | : | 15 orang |
| Tidak Hadir | : | 0 orang |

Hal - hal yang perlu dilaporkan selama UAS berlangsung:

- 1
- 2
- 3

Demikian Berita Acara ini kami buat dengan sebenarnya untuk diketahui dan dipergunakan sepenuhnya.

Jakarta, 5 November 2024

PENGAWAS

Assoc Prof Dr Leonnard Ong, S.E, M.Com, CDM



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DAFTAR HADIR UAS (UAS)

Program Studi : S2 - S2 Administrasi Bisnis **Mata Kuliah** : EMM517 - Customer Focused Marketing
Periode Akademik : 2024 Odd **Nama Kelas** : R0924
Jadwal : - **Kelompok** : -

| NO | NIM | NAMA | TANDA TANGAN | |
|----|------------|------------------------------------|--------------|------|
| | | | | |
| 1 | 24231001 | Jin Ye Eun | 1 ✓ | |
| 2 | 24231002 | Arrye Genap Parhusip | | 2 ✓ |
| 3 | 24231003 | Henny Taurina Isnawati | 3 ✓ | |
| 4 | 24231004 | Valentina Lugo Arias | | 4 ✓ |
| 5 | 24231005 | Wahyu Madyo Basuki | 5 ✓ | |
| 6 | 24231006 | Alfa Lik Hendradi | | 6 ✓ |
| 7 | 24231007 | Sri Handayani | 7 ✓ | |
| 8 | 24231008 | Egan Pradhana Falih Putra | | 8 ✓ |
| 9 | 24231009 | Adianto Juniardi Prakoso | 9 ✓ | |
| 10 | 24231010 | Yulitari Flora Theresa BR. Hutapea | | 10 ✓ |
| 11 | 24231011 | Ahmad Robiton | 11 ✓ | |
| 12 | 24231012** | Dhimas Surya Negara | | 12 ✓ |
| 13 | 24231013** | Teguh Pradana Putra | 13 ✓ | |
| 14 | 24231014 | Cahyo Pudyadi Wiwoho | | 14 ✓ |
| 15 | 24231015 | Andra Noor Satyo | 15 ✓ | |

Keterangan, mahasiswa tidak dapat mengikuti ujian karena :

- * : Memiliki tanggungan keuangan (tagihan).
- ** : Presensi tidak memenuhi syarat.
- *** : Memiliki tanggungan keuangan dan presensi kurang.

Jakarta, 5 November 2024

Pengajar



Assoc Prof Dr Leonard Ong, S.E, M.Com, CDM



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DAFTAR NILAI MAHASISWA S2 - S2 ADMINISTRASI BISNIS 2024 ODD

Mata kuliah : Customer Focused Marketing

Nama Kelas : R0924

Pengajar : Assoc Prof Dr Leonard Ong, S.E, M.Com, CDM

Sistem Kuliah : S2_Regular

| No | NIM | NAMA | Individual Assignment (20%) | Quizzes (30%) | Group Work (30%) | Final Project (20%) | NILAI | NILAI ANGKA | NILAI HURUF | KET. |
|----|----------|------------------------------------|-----------------------------|---------------|------------------|---------------------|-------|-------------|-------------|------|
| 1 | 24231001 | Jin Ye Eun | 90.00 | 80.00 | 84.00 | 84.00 | 84.00 | 4.00 | A | |
| 2 | 24231002 | Arrye Genap Parhusip | 90.00 | 85.00 | 80.00 | 80.00 | 83.50 | 4.00 | A | |
| 3 | 24231003 | Henny Taurina Isnawati | 90.00 | 80.00 | 74.00 | 74.00 | 79.00 | 3.50 | AB | |
| 4 | 24231004 | Valentina Lugo Arias | 80.00 | 82.00 | 87.00 | 87.00 | 84.10 | 4.00 | A | |
| 5 | 24231005 | Wahyu Madyo Basuki | 90.00 | 85.00 | 87.00 | 87.00 | 87.00 | 4.00 | A | |
| 6 | 24231006 | Alfa Lik Hendradi | 70.00 | 75.00 | 80.00 | 80.00 | 76.50 | 3.50 | AB | |
| 7 | 24231007 | Sri Handayani | 90.00 | 70.00 | 87.00 | 87.00 | 82.50 | 4.00 | A | |
| 8 | 24231008 | Egan Pradhana Falih Putra | 90.00 | 75.00 | 80.00 | 80.00 | 80.50 | 4.00 | A | |
| 9 | 24231009 | Adianto Juniardi Prakoso | 90.00 | 70.00 | 74.00 | 74.00 | 76.00 | 3.50 | AB | |
| 10 | 24231010 | Yulitari Flora Theresa BR. Hutapea | 90.00 | 75.00 | 90.00 | 90.00 | 85.50 | 4.00 | A | |
| 11 | 24231011 | Ahmad Robiton | 95.00 | 90.00 | 74.00 | 74.00 | 83.00 | 4.00 | A | |
| 12 | 24231012 | Dhimas Surya Negara | 70.00 | 70.00 | 84.00 | 84.00 | 77.00 | 3.50 | AB | |
| 13 | 24231013 | Teguh Pradana Putra | 70.00 | 70.00 | 84.00 | 84.00 | 77.00 | 3.50 | AB | |
| 14 | 24231014 | Cahyo Pudyadi Wiwoho | 90.00 | 80.00 | 90.00 | 90.00 | 87.00 | 4.00 | A | |
| 15 | 24231015 | Andra Noor Satyo | 90.00 | 75.00 | 90.00 | 60.00 | 79.50 | 4.00 | A | |

