

## **Doctor of Research in Management (DRM & SNG)**

### **Introduction**

The Doctor of Research in Management (DRM) is a doctoral level program in management which emphasizes the development of knowledge in management by combining the elements of science, best practices, and use of Information and Communication Technology (ICT). It offers concentrations in Strategy and Growth, Marketing Science, and Management Information System, Entrepreneurship and Innovation. The program is designed to be accomplished in 5 (five) semesters, which consists of 46 SKS including dissertation. Each student draws on the faculty's diverse expertise and varied interests to develop high quality research uniquely suited to his or her interests. The program encourages students to gain research experience by working closely with faculty on a variety of industry projects and on alignment of research roadmaps.

### **Vision**

World class doctoral program in management, continuously pursuing excellence in research by combining science, best practices, and leverage of ICT.

### **Mission**

1. Being recognized by industry and peer of similar programs as the source of outstanding researchers, consultants, and business leaders capable in facing the dynamics of Management theories and practices, to improve the quality of life and the competitiveness level of Indonesia.
2. Providing an excellent advanced education/research environment, that attracts potential qualified researchers and industry practitioners to take up the doctoral program

### **Program Objective**

The objectives of the program are:

1. To provide students with the necessary skills and attitudes to get updated with state of the art research in their respective concentration area.
2. To provide students with current industry best practices as the basis for further research in the improvement and or innovation related initiatives.
3. To provide students with access to development in ICT as the key ingredients and or differentiators of their research

### **Graduate Competency**

At the end of the program graduates will be able to:

1. Graduates will be able to perform self updating exercise with latest development in their concentration area
2. Graduates will be able to analyze the current industry best practices, develop a quality research proposal, and embark on the required research for improvement and or innovations for the enhancement of best practices
3. Graduates will be able to utilize and embrace the development in ICT as leverage in their research

## Prospective Career of the Graduates

The graduates of DRM could take up one or combination of the following roles:

1. As Professional Researchers and lecturer, actively conducting research and publishing their papers in SCOPUS-indexed international journals, developing advance methode in education and always updating the content.
2. As Industry Consultants, actively conducting high profile consulting projects with leading companies and producing copyrighted frameworks and or white papers
3. As Business Leaders, actively leading research based initiatives and actions in their respective company and becoming agent of change in the improvement and or innovation of industry best practices

## Course Structure Doctor of Research in Management (DRM)

### SEMESTER 1

Mata Kuliah	SKS
PHIL9003 – Philosophy of Science and Management	2
MGMT9007 – Theory of Organization	2
<b>Stream: Entrepreneurship and Innovation (EI)</b>	
ENTR9002 – Entrepreneurship Theory	3
MGMT9008 – Advanced Strategic Management	3
<b>Stream: Marketing Science and Analytics (MS)</b>	
RSCH9033 – Research in Consumer Behavior	3
MKTG9002 – Theory of Marketing	3
<b>Stream: Business Information Systems Management (IS)</b>	
BUSS9003 – Advanced Business Intelligence	3
BUSS9002 – Business and Enterprise Systems	3

### SEMESTER 2

Mata Kuliah	SKS
STAT9005 – Multivariate Analysis	2
MGMT9010 – Seminar on Innovation, Knowledge, and Technology	2
<b>Stream: Entrepreneurship and Innovation (EI)</b>	
RSCH9022 – Advanced Research Methodology and Dissertation Writing	3
ENTR9003 – Start Ups and Corporate Innovation	3
<b>Stream: Marketing Science and Analytics (MS)</b>	
MKTG9004 – Marketing Measurement and Modelling	3
RSCH9045 – Research in Marketing	3
<b>Stream: Business Information Systems Management (IS)</b>	
ISYS9023 – Managing Corporate Information System	3
RSCH9036 – Research in Management Information Systems	3

**SEMESTER 3**

<b>Mata Kuliah</b>	<b>SKS</b>
RSCH9037 – Research Proposal Exam	5

**SEMESTER 4**

<b>Course</b>	<b>SCU</b>
RSCH9038 – Research Finding Exam	8

**SEMESTER 5**

<b>Course</b>	<b>SCU</b>
RSCH9039 – Dissertation Defense I	8
RSCH9040 – Dissertation Defense II	5

**Course Structure Doctor of Research in Management (Strategy & Growth)**

**SEMESTER 1**

<b>Mata Kuliah</b>	<b>SKS</b>
PHIL9002 – Philosophy of Business	2
MGMT9012 – Organizational Behaviors	2
MGMT9015 – Seminar on ICT for Growth and Competitiveness	3
MGMT9013 – Projects on Selected Readings	3

**SEMESTER 2**

<b>Mata Kuliah</b>	<b>SKS</b>
RSCH9027 – Business Research and Dissertation Writing	2
MGMT9014 – Competitive Strategy Dynamics	2
MGMT9017 – Seminar on Performance and Growth Management	3
RSCH9028 – Projects on Research Design and Model Building	3

**SEMESTER 3**

<b>Mata Kuliah</b>	<b>SKS</b>
RSCH9041 – Research Proposal Exam	5

**SEMESTER 4**

<b>Mata Kuliah</b>	<b>SKS</b>
RSCH9042 – Research Finding Exam	8

**SEMESTER 5**

<b>Mata Kuliah</b>	<b>SKS</b>
RSCH9043 – Dissertation Defense I	8
RSCH9044 – Dissertation Defense II	5