

## **Business Management**

### **Introduction**

Business Management program teaches basic knowledge of economic and management areas such as Micro and Macroeconomics, Marketing, Global Human Resources, Finance and Accounting, and Operations. This curriculum provides opportunity and develop student's analytical skill with knowledge include Retail and Merchandising, International Business, E- Corporate, Entrepreneurship and Managing Innovation. Business Management program prepares students for a career in the business world and become an entrepreneur with managerial thinking.

### **Vision**

To be an internationally recognized business management study program with ICT driven and entrepreneurial ability.

### **Mission**

The mission of Business Management Online learning Program is to contribute to the global community through the provision of world-class education by:

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with knowledge, skills and practice in global business trade, entrepreneurship, e-business, and business organization and prepare them for pursuing advanced degrees in business management or related disciplines.
3. Creating entrepreneurial managers to lead and work in a wide variety of business contexts and industries.
4. Conducting research and professional services for international trade, business development, e-business and business organizations.
5. Improving competitive managerial skills through impression, global business management, economics, business strategy and collaborative influence.

### **Program Objective**

The objectives of the program:

1. To provide students with fundamental knowledge in management science & business that they will need in management practices.
2. To provide students with management and business skills integrated with IT & high impact research related to business, management, marketing, international trade, providing adequate tools for business analysis in these areas.
3. To prepare each student to be an entrepreneur and agent of change by utilizing knowledge & skills in global business management.

### **Student Outcomes**

After completing the study, graduates are:

1. Able to formulate the management functions (planning, organizing, staffing, directing, controlling and also evaluating) at the operational level in various types of organizations.

2. Able to execute organizational functions (marketing, operations, human resources, finance, and strategy) at the operational level in various types of organizations.
3. Able to identify the managerial problems and organizational functions at the operational level, and take appropriate action based on the developed alternative solution, by applying entrepreneurial principles that rooted in local wisdom.
4. Able to contribute in arranging the organization's strategic plan and spell out the strategic plans into the organization's operational plan at the functional level.
5. Able to understand and implement the appropriate managerial decisions in various types of organizations at the operational level, based on the data analysis and information on business functions.
6. Able to perform the empirical studies and modeling using scientific methods on the various types of organizations based on the organizational functions.
7. Able to communicate the cross-function and level organization effectively.
8. Able to utilize the information and communication technology in developing global business competencies.
9. Able to apply a critical thinking on current business management case using the economic science and quantitative business.
10. Able to apply an integrated marketing and business strategies in a global business environment.

### **Prospective Career of the Graduates**

With the above-mentioned skills and knowledge, the Business Management graduate is able to follow a career in:

1. Entrepreneur / Entrepreneur sound business strategy and information technology.
2. Chief Operational Officer at the corporate / enterprise.
3. Strategic Management Consultant / global business consultant.
4. The Manager oriented e-Business.
5. Managers in almost all areas of industry (manufacturing, services, transportation, retail).
6. Human Resources Manager, Marketing Manager on corporations / multinationals.
7. Business researcher / developer in the banking industry, insurance, financial services, hospitality, and various other industry.
8. Project managers and development.

### **Course Structure**

<b>Sem</b>	<b>Code</b>	<b>Course Name</b>	<b>SCU</b>	<b>Total</b>
1	MGMT6072	Introduction to Management and Business	4	16
	MATH6102	Business Mathematics	4	
	MKTG6113	Marketing Management	4	
	ACCT6172	Introduction to Accounting	4	
2	CHAR6019	Character Building: Pancasila	2	18
	ECON6030	Microeconomics	4	
	ISYS6295	Management Information Systems	4	
	COMM6092	Business Communication	4	
	ENGL6163	English Professional	4	

Sem	Code	Course Name	SCU	Total
3	CHAR6020	Character Building: Kewarganegaraan	2	12
	ECON6031	Macroeconomics	4	
	MKTG6114	Introduction to International Retail Marketing	2	
	MGMT6157	Human Resources Management	4	
4	CHAR6021	Character Building: Agama	2	14
	FINC6046	Financial Management	4	
	MGMT6158	Cross Cultural Management	2	
	ECON6032	Managerial Economics	4	
	LAWS6095	Legal Aspect in Economic	2	
5	ACCT6173	Managerial Accounting	4	18
	MGMT6159	Operational Management	4	
	BUSS6048	International Business	4	
	MGMT6160	Global Supply Chain Management	4	
	ENTR6050	Entrepreneurship I	2	
6	STAT6110	Business Statistic	4/2	18
	MGMT6162	Change Management	4	
	ISYS6296	e-Business System	4	
	ISYS6297	e-Corporation Management	4	
7	MKTG6115	e-Marketing Management	4	14
	MKTG6116	e-CRM	4	
	ISYS6298	e-Business Strategy and Implementation	4	
	ENTR6051	Entrepreneurship II	2	
8	ENTR6052	Managing Entrepreneurial Organization	4	14
	MKTG6117	Entrepreneurial Marketing	4	
	ENTR6053	Entrepreneurial Finance	4	
	ENTR6054	Global Entrepreneurial Leadership	2	
9	MGMT6161	Sustainability Management	4	16
	RSCH6023	Research Methodology	4	
	ENTR6055	Business Plan	4	
	BUSS6049	Managing Innovation	4	
10	RSCH6024	Thesis	6	6
<b>Total Credit 146 SCU</b>				

**Students should pass all of these quality controlled courses as listed below:**

No	Subject Code	Subject	Grade minimal
1	CHAR6019	Character Building: Pancasila	B
2	ENTR6051	Entrepreneurship II	C
3	MKTG6113	Marketing Management	C
4	ECON6030	Microeconomics	C
5	FINC6046	Financial Management	C
6	MGMT6157	Human Resources Management	C

**Course Description**

**SUBJECT AREA: ACCT**

**ACCT6172 – INTRODUCTION TO ACCOUNTING (4 Credits)**

**Learning Outcomes:** Explain the accounting concepts and principles as a basis in the preparation of financial statements, and all stages in the accounting cycle; Identify the differences between service and merchandising companies, steps in the accounting cycle for merchandising company, and distinguish between a multiple-step and single-step income statement; Identify the methods in accordance with Financial Accounting Standards (SAK) and International Financial Reporting Standards (IFRS) relating current asset that consists of inventories, cash, and accounts receivable; Prepare the Statement of Cash Flow using indirect and direct method; Analyze company's performance by using the information stated in financial statement.

**Topics:** Accounting in Action, The Recording Process, Adjusting The Accounts, Completing The Accounting Cycle, Accounting for Merchandising Operations, Inventories, Fraud, Internal Control, Cash, Accounting for Receivables, Statement of Cash Flows, Financial Statement Analysis.

**ACCT6173 - MANAGERIAL ACCOUNTING (4 Credits)**

**Learning Outcomes:** Describe the role of management accountants in an organization and cost concept; Calculate cost behavior, cost volume profit relationship and Variable costing; Prepare master budget, flexible budget and Balanced ScoreCard; Analyze Differential Cost for decision making.

**Topics:** Managerial Accounting and the Business Environment, Cost Concepts, Cost Behavior: Analysis and Use, Cost-Volume-Profit Relationship, Variable Costing: A Tool for Management, Activity-Based Costing: A Tool to Aid Decision Making, Master Budgeting, Flexible Budgets and Performance Analysis, Performance Measurement in Decentralized Organizations, Differential Analysis: The Key to Decision Making.

**SUBJECT AREA: BUSS**

**BUSS6048 - INTERNATIONAL BUSINESS (4 Credits)**

**Learning Outcomes:** Explain the basic terms and concepts that are commonly used in the study of international business; Analyze the different cultural, political, legal, economic, and society forces in the international environment and their impact on international business; Apply the appropriate cross-national analyze in cooperation and agreements, while understanding exchange rates mechanism for ensuring effective control and decision-making in

international business; Apply the appropriate evaluation, selection and strategies that a company may implement as it ventures into international business operations; Analyze the various operational or functional issues of international business operations with respect to international accounting, multinational finance function, international organization, and human resource management.

**BUSS6049 - MANAGING INNOVATION (4 Credits)**

**Learning Outcomes:** Explain the importance of innovation as a core of business; Explain the importance of understanding and encouraging entrepreneurial creativity, source of innovation, and developing business plan; Analyze creating new products and services, and exploiting new ventures; Analyze intellectual property right, business model, capturing value, and managing entrepreneurship.

**Topics:** The Innovation Imperative, and Social Innovation, Innovation; Globalization, and Development, Sustainability-led Innovation; Entrepreneurial Creativity, and Sources of Information; Building the Case, Leadership and Team; Developing New Products and Services; Creating New Ventures, Developing Business and Talent through Corporate Venturing; Exploiting Knowledge and Intellectual Property; Business Models and Capturing Value; Learning to Manage Innovation and Entrepreneurship.

**SUBJECT AREA: CHAR**

**CHAR6019 - CHARACTER BUILDING: PANCASILA (2 Credits)**

**Learning Outcomes:** Explain Pancasila as the basis and the state ideology, Apply the values of Pancasila in action concerns, Analyze the ethical issues in developing science and technology, Analyze the issues of faith in God and tolerance in diversity, Analyze the problems of Pancasila democracy and justice

**Topics:** Pancasila Education as Character Education, Pancasila as the State Ideology, Pancasila as the Ethical Basis in Developing Science and Technology, Faith in God, Just and Civilized Humanity, Human Rights, Multiculturalism, Cultures Interaction, Democratic Leadership, Social Justice

**CHAR6020 - CHARACTER BUILDING: KEWARGANEGARAAN (2 Credits)**

**Learning Outcomes:** Explain the meaning of citizens, Explain the meaning of constitution, Explain the meaning of rights and obligation of citizen, Analyze the relation of Archipelago, social conflict and national integration, Describe the nature of national resilience, identity of Indonesia and nationalism, Describe how to participate in global citizen

**Topics:** Introduction to Civics Education, The Others as Fellow Citizens, State and Constitution, The Rights of Citizens, The Archipelago of Indonesia, Diversity and Social Conflict, National Resilience, National Identity of Indonesia, Nationalism, Participation In Global Citizen

**CHAR6021 - CHARACTER BUILDING: AGAMA (2 Credits)**

**Learning Outcomes:** Explain the nature of religions, Explain the knowledge of God through nature and human being, Explain the roles of religions for the world peace, Explain the conscience and the criticism to the religious formalism, Describe the influence of secularism to the religion, Apply the values of religion in the daily life

**Topics:** Introduction to the CB Religion, Recognizing God by Nature, Recognizing God by Human Being, The Role of Religion for World Peace, Conscience, Criticism to the Religious Formalism, Religion and Secularism, Humble and Forgiving, Being a Religious Person, The Religious Meaning of Work

**SUBJECT AREA: COMM**

**COMM6092 - BUSINESS COMMUNICATION (4 Credits)**

**Learning Outcomes:** Illustrate building block for effective messages and creating goodwill in business communication; Give examples of how to create letters, memos, web writing and to polish them writing; Demonstrate some basic concepts and processes in interpersonal communication; Analyze business research, writing research reports, and conduct a visual presentation of research results.

**Topics:** Business Communication, Management and Success & Adapting Your Message to Your Audience, Communicating Across Cultures & Planning, Writing, and Revising, You Attitude & Positive Emphasis, Formats for Letters and Memos & Effective, Informative, and Positive Messages, Negative Messages, Persuasive Messages, and E-mail Messages, Editing for Grammar and Punctuation & Revising Sentences and Paragraphs, Listening & Working and Writing in Teams, Planning, Conducting, and Recording Meetings, and Making Oral Presentation, Proposal and Progress Reports & Short Reports and Long Reports, Job Application Letters & Job Interviews.

**SUBJECT AREA: ECON**

**ECON6030 – MICROECONOMICS (4 Credits)**

**Learning Outcomes:** Describe of supply, demand, market equilibrium, elasticity and market structure; Explain producers, consumers, and competitive markets; Calculate elasticity, production, cost production and market equilibrium; Analyze case according of subject microeconomics theory.

**Topics:** The basic of supply and demand, Consumer behavior, Production and cost, Profit maximization and competitive supply, The analysis of monopoly and monopsony market, Monopolistic Competition, Oligopoly and game theory, Markets for factor inputs, Financial market, Uncertainty and asymmetric Information.

**ECON6031 – MACROECONOMICS (4 Credits)**

**Learning Outcomes:** Recognize the national income, unemployment, financial market, interest rate, inflation rate, and exchange rate; Understand and calculate the macroeconomic situations of economies that are closed and those that are open; Analyze the effects of government policies such as fiscal policy and monetary policy.

**Topics:** Introduction to Macroeconomics, National Income Accounting, The Goods Market, Financial Markets, AD-AS Model, Technology and Economic Growth, Unemployment and Phillips Curve, Monetary Policy in Open Economy, Fiscal Policy in Open Economy, International Linkages.

**ECON6032 - MANAGERIAL ECONOMICS (4 Credits)**

**Learning Outcomes:** Explain the role of supply and demand in determining price in a competitive market and demonstrate supply and demand concept to economic and business strategy issues; Explain the theory individual behavior in managerial decision and calculate the profit – maximizing price and output; Design competition strategies, including pricing, product differentiation, according to the natures of products and the structures of the markets; Evaluate why networks often lead to first-mover advantages and how to use strategies such as penetration pricing to favorably change the strategic environment.

**Topics:** Market force analysis in managerial economic, Quantitative demand analysis in managerial evaluation for decision making, The function of theory individual behavior in managerial decision, The production process and cost analysis in organization of the firm, Evaluation of the nature evaluation of industry, Strategic managing competitive, monopolistic, and monopolistically competitive markets, Oligopoly model: basic and game theory, Market power in pricing strategies for firms, The economics of information, Evaluation of advanced topics in business strategy.

**SUBJECT AREA: ENGL**

**ENGL6163 - ENGLISH PROFESSIONAL (4 Credits)**

**Learning Outcomes:** Demonstrate The Intermediate-level Academic English Listening skills of Basic Comprehension, Pragmatic standing, and Connecting Information (a minimum of iBT TOEFL Listening scaled score of 15 of scale 30), Demonstrate The Intermediate-level Academic English Reading skills in Finding Information, Basic Comprehension, and Reading to Learn (a minimum of iBT TOEFL Reading scaled score of 15 of scale 30), Demonstrate The Intermediate-level Business English speaking skills in terms of Delivery, Clarity and Appropriacy (a minimum of BINUS English Speaking scaled score of 15 of scale 30), Demonstrate The Intermediate-level Academic English writing skills in terms of Introduction, Middle and Conclusion.

**Topics:** Basic Comprehension, Vocabulary/Reference, Error Correction, Pragmatic Understanding & International Marketing, Error Connection & Risk, Details & Inferences, Connecting Information & Essay Writing, Error Correction & takeovers/mergers, Error Correction and Crisis Management, Inferences & Reading to learn

**SUBJECT AREA: ENTR**

**ENTR6050 - ENTREPRENEURSHIP I (2 Credits)**

**Learning Outcomes:** Identify personality of entrepreneurs and innovative business idea; Analyze business model and business model environment; Prepare a business and organize the business to be involved in a business exhibition

**Topics:** Market Overview and Idea Generation; Business Model and Business Model Canvas; Customer Insight; Develop Ultimate Value Proposition; Get In Touch with Customer (CH&CR); Business Keys Recognizing (KP, KR & KA); Financial Aspects of the Business (RS & CS); Evaluating the Business Model; Organizing the Business.

**ENTR6051 - ENTREPRENEURSHIP II (2 Credits)**

**Learning Outcomes:** Generate the Business Model; Generate the importance of creative problem's solving, trial and error, launch of product and service when launching new business; Design the Business Plan for a New Start-Up

**Topics:** Business Plan and Start Up; Idea and Business Model Verification and Value Proposition Creation; Market and Customer Creation; Knowing the Legal Aspects; Financial Terms of a Business; Setting the Target and How to Obtain; Business Marketing Plan; Business Plan Finalization; Business Show Case; Business Plan Evaluation

**ENTR6052 - MANAGING ENTREPRENEURIAL ORGANIZATION (4 Credits)**

**Learning Outcomes:** Explain the importance of understanding the basic of design organization and organization culture; Explain the importance of understanding and managing the relationship between organization, environment, organizational characteristics, entrepreneurship and innovation; Analyze the organizational processes such as communication in organization, decision making, job design, conflict and politic within the organization; Apply evaluation, information and control process, organization size, life cycle and workplace technology & design.

**Topics:** Introduction to Organizations Theory and Design, Structural Design for Organizations, Strategy and Effectiveness, Relationship between Organizations, Global Organization Design and the Impact of environment, Organizational Conflict, Politics, and Decision Making, Corporate Culture and Values, Organizational Innovation, Information and Control Process, Organization Size and Life Cycle, Workplace Technology and Design.

**ENTR6053 - ENTREPRENEURIAL FINANCE (4 Credits)**

**Learning Outcomes:** Explain entrepreneurial finance; Prepare financial planning and measuring new venture operations; Estimate financial projections; Structuring financing for the growing venture; Formulate exit and turn around strategies.

**Topics:** Introduction and Overview & From Idea to the Business Plan, Organizing and Financing a New Venture, Measuring and Evaluating Financial Performance, Financial Planning: Short Term and Long Term, Types and Costs of Financial Capital, Securities Law Considerations when Obtaining Venture Financing, Valuing Early Stage Ventures & Venture Capital Valuation Method, Professional Venture Capital and Other Financing Alternative, Security Structures and Determining Enterprise Values, Harvesting the Business Venture Investment & Financially Troubled Ventures.

**ENTR6054 – GLOBAL ENTREPRENEURIAL LEADERSHIP (2 Credits)**

**Learning Outcomes:** Explain the meaning of leadership, effectiveness leadership, behavior leadership, managerial roles, and decision; Illustrate the change leadership, trait & skill of leader, contingency theories, strategic, and cross-cultural Leadership; Identify the five literacies of global leadership and 50 Steps to Business Success

**Topics:** Introduction and Overview; Managerial Roles and Decisions; Leadership Behaviors; Change Leadership; Traits and Skills of Leaders; Contingency Theory of Effective Leadership; Strategic Leadership; Cross-Cultural Leadership and Diversity; The Five Literacies of Global Leadership; 50 Steps to Business Success.

**ENTR6055 - BUSINESS PLAN (4 Credits)**

**Learning Outcomes:** Explain the concept of entrepreneurial code, entrepreneurial leaders and entrepreneurial laser; Apply the entrepreneurial leadership in business start-up; Analyze the entrepreneur behaviour as a leader; Formulate the entrepreneurship leadership in business start-up.

**Topics:** In search of Entrepreneurial Spirit, What they forgot to remember, Breaking the Entrepreneurial Code, Guiding the Entrepreneurial Laser, Explorers: Market-Focused Entrepreneurial Leaders, Miners: Operationally-Focused Entrepreneurial Leaders, Accelerators: Unit-Focused Entrepreneurial Leaders, Integrators: Enterprise-Focused Entrepreneurial Leadership, Buy or Build? The Problem with Cultural Change, Building the Entrepreneurial Organization, Organizational Readiness.

**SUBJECT AREA: FINC**

**FINC6046 - FINANCIAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** Describe Financial Management Process; Calculate Financial Performance; Analyze Financial Planning; Apply Asset Management and Make Capital Budgeting Decisions; Capital Structure and International Managerial Finance.

**Topics:** Introduction to Managerial Finance, Financial Statement and Ratio Analysis, Time Value of Money, Risk and Return, Valuation of Securities: Interest Rates and Bonds Valuations, Stock Valuation, Capital Budgeting Cash Flows, Cost of Capital, Leverage and Capital Structure, Working Capital and Current Assets Management, International Managerial Finance.



**SUBJECT AREA: ISYS**

**ISYS6295 - MANAGEMENT INFORMATION SYSTEMS (4 Credits)**

**Learning Outcomes:** Explain the basic concepts of information systems; Illustrate various strategies for achieving competitive advantage; Illustrate the application of information systems that support the entire organization & inter-organizational information system.

**Topics:** Introduction to Information Systems; Organizational Strategy, Competitive Advantage, and Information Systems; Ethics, Privacy and Information Security; Data and Knowledge Management; Telecommunications and Networking; E-Business and E-Commerce; Information Systems within the Organization; Customer Relationship Management and Supply Chain Management; Business Analytic; Acquiring Information System and Applications.

**ISYS6296 - E-BUSINESS SYSTEM (4 Credits)**

**Learning Outcomes:** Define e-business and e-commerce system related terms; Explain e-business overview and its impact to business, society and technology; Apply e-business system to corporate strategy; Analyze e-business strategy for competitive advantage corporate.

**Topics:** Overview of e-Business, E-Business Technology, E-Business Revenue Models, Selling to Consumers Online, Selling to Business Online, Virtual Communities, E-Business Law and Taxation, Infrastructure E-Business, Online Security and E-Payment System, Implementing E-Business Initiatives.

**ISYS6297 - E-CORPORATION MANAGEMENT (4 Credits)**

**Learning Outcomes:** Identify information technology in business organization, Explain information technology for business value, Describe information technology for e-Business strategy, Apply information technology for e-Business strategy.

**Topics:** Understanding information system for organizational, Data, text and document management, Network management and mobility, IT security, crime, compliance and continuity, e-Business and e-Commerce, Mobile computing and commerce, Web 2.0 and social media, Enterprise information systems, Business intelligence and decision support, Business process management and system development.

**ISYS6298 - E-BUSINESS STRATEGY AND IMPLEMENTATION (4 Credits)**

**Learning Outcomes:** Explain the concept of e-business strategy on value creation and capturing; Design the e-business market segmentation; Analyze opportunities of new market spaces in e-business; Build a road map for e-business strategy implementation.

**Topics:** The e-business strategy framework, External analysis: the impact of the internet on the macro-environment and on the industry structure of e-business companies, Internal analysis: e-business competencies as sources of strengths and weaknesses, Strategy options in e-business markets, Exploiting opportunities of new market spaces in e-business, Choosing the appropriate strategy for internal organization of e-business activities, Choosing the appropriate strategy for interaction with suppliers, Choosing the appropriate e-business strategy for interacting with users, A roadmap for e-business strategy implementation, Building e-business competence through concepts and cases.

**SUBJECT AREA: LAWS**

**LAWS6095 - LEGAL ASPECT IN ECONOMIC (2 Credits)**

**Learning Outcomes:** Identify the theory and key concepts of law in economic, Explain the basic principles of legal aspects in economic, Classify the legal aspects relating to economic under Indonesian laws including property and collateral law, company law, contract law, intellectual property rights, consumer protection, industrial relations, capital market, bankruptcy, and alternative disputes resolutions, Analyze the economic problem under the Indonesian laws

**Topics:** Introduction to Indonesia Law, Property and Collateral Laws, Law of Obligations and Legal Agreement, Legal Aspects of Companies, Intellectual Property Rights, Industrial Relations, Consumer Protection, Capital Market Law, Bankruptcy Law, Arbitration and Alternative Dispute Resolution

**SUBJECT AREA: MATH**

**MATH6102 - BUSINESS MATHEMATICS (4 Credits)**

**Leaning Outcomes:** Explain learning of mathematics basic concept; Apply mathematic formula concept in particular case; Analyze the problem of macro and micro economics also using of basic mathematics concept using formula in order to analyze business.

**Topics:** Applications and More Algebra, Functions and Graphs, Lines, Parabolas, and Systems, Exponential and Logarithmic Functions, Mathematics of Finance, Matrix Algebra, Differentiation, Multivariable Calculus, Integration, Application of Integration.

**SUBJECT AREA: MGMT**

**MGMT6072 - INTRODUCTION TO MANAGEMENT AND BUSINESS (4 Credits)**

**Learning Outcomes:** Describe the principles of management, doing and managing business in a global environment, making decisions, business environment, economic condition, social responsibility in business and basic forms of business ownership; Explain challenges for the global manager, the decision making process, setting goals and plans, competitive strategies and mechanistic and organic structure, production processes, marketing and financial management; Analyze goals and plans, the strategic management process, contemporary organizational design, the changing workplace, group development, and current issues in motivation, leadership, type of control, marketing mix and financial management; Apply innovation process, workplace diversity, effective teams and interpersonal communication, contemporary theories of motivation and leadership and tools for measuring organizational, different markets, financial planning and function of securities markets.

**Topics:** Foundations of Management and Organization in Global Management, Foundations of Planning and Strategic Management, Foundations and Contemporary of Organizational Design and Change and Innovation, Leadership and Motivation, Communication and Foundations of Control, Understanding How Economics Affects Business and Socially Responsibility Behavior, How a Form A Business and Entrepreneurship Starting a Small Business, Production and Operations Management, Marketing: Helping Buyer Buy, Financial Management.

**MGMT6157 - HUMAN RESOURCES MANAGEMENT (4 Credits)**

**Learning Outcomes:** Explain the basic concept of human resource management; Identify the human resource function; Analyze the human resource functions that match to organizations' need.

**Topics:** Introduction of HRM, Human Resource Planning, Recruitment & Selection, Training & Development, Performance Management, Career Management, Base Wage & Salary System, Incentives and Benefits, Employee Relations, International HRM.

**MGMT6158 - CROSS CULTURAL MANAGEMENT (2 Credits)**

**Learning Outcomes:** Define the basic concept of globalization, culture, and organizational culture; Explain how to manage organization across cultures; Apply the management of organization across cultures into case study; Reflect and analyse the management of organization across cultures in students' workplace.

**Topics:** Globalization and International Linkages, The Meanings and Dimensions of Culture, Managing Across Cultures, Organization Cultures and Diversity, Cross-Cultural Communication and Negotiation, Management Decision and Control, Motivation Across Cultures, Leadership Across Cultures, Human Resource Selection and Development Across Cultures (Part I), Human Resource Selection and Development Across Cultures (Part II).

**MGMT6159 - OPERATIONAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** Identify principles of Operations Management, Describe how products and services are designed by Operations Management, Interpret how products and services are managed by Operations Management.

**Topics:** Operations, Productivity and The Global Environment and Operations Strategy, Product Design, Quality Management and International Standards, Process Design, Capacity Planning, Location Decisions, Supply Chain Management, Aggregate Scheduling, JIT, Lean Operations, and the Toyota Production System, Maintenance and Reliability Decisions.

**MGMT6160 - GLOBAL SUPPLY CHAIN MANAGEMENT (4 Credits)**

**Learning Outcomes:** Explain the concept of Supply Chain Management (SCM); Applying the concept of Supply Chain practically; Analyze the concept of Supply Chain Management to solve economic and business problems.

**Topics:** Supply Chain Management, Global Dimension of supply chain, Role Of Logistic in Supply Chain, Supply chain performance Measurement and Financial, Supply Chain technology - Managing information Flow, Demand Management, Order management and customer service, Distribution - managing fulfillment operations, Sourcing materials and services, Managing reverse flows in the supply chain, Strategic challenges and charge for supply chains.

**MGMT6161 - SUSTAINABILITY MANAGEMENT (4 Credits)**

**Learning Outcomes:** Define the concept of sustainability management; Explain the major elements of sustainability business management; Analyze planning of business, financing, typical operating and administrative problems, and alternatives for growth or sale related to environment; Arrange the needs for maintaining of all business activities in order to keep the better environment.

**Topics:** Towards an integrated conceptual framework for corporate social and environmental sustainability, Developing and communicating social capital for sustainable organization and their communities, The Sustainable Firm as An Ethical Construct, Examining the influence of common core virtues in leader-member exchange (LMX): connecting virtue, based leadership traits to sustainable performance in a moderated mediation model, Sustainable marketing in principle and practice, Strategic risk assessment for pursuing sustainable business in the construction industry: diagnostic model, Socially responsible human resource management: a conceptual framework, Sustainable entrepreneurship in family business, Innovation in sustainable business practices: greening the family firm, Appraising corporate sustainability of construction contractors: concepts and approaches.

**MGMT6162 - CHANGE MANAGEMENT (4 Credits)**

**Learning Outcomes:** Explain the concept of organization theory and behavior; Describe the concept of strategy development can change management; Identify the model of change management and challenge of change.

**Topics:** Form trial and error to science of management: the rise of organization theory, Developments in organization theory: form certainty to contingency, Critical perspectives on organization theory: post modernism, realism and complexity, Approaches to strategy: managerial choice and constraints, Applying strategy: models, levels and tools, Approaches to change management, Developments in change management: the emergent approach and beyond, A framework for change: approaches and choices, Organizational change and managerial choice, Management- roles and responsibilities.

**SUBJECT AREA: MKTG**

**MKTG6113 - MARKETING MANAGEMENT (4 Credits)**

**Learning Outcomes:** Define the concept of marketing; Describe the consumer and business buyer behavior; Describe the customer-driven strategy and marketing mix; Explain extended marketing issues.

**Topics:** Marketing: Creating and Capturing Customer Value, Company and Marketing Strategy and Analyzing the Marketing Environment, Managing Marketing Information to Gain Customer Insights, Consumer and Business Buyer Behaviour, Customer-Driven Marketing Strategy, Product, Services, and Brands: Building Customer Value, Pricing: Understanding and Capturing Customer Value, Marketing Channels: Delivering Customer Value, Communicating Customer Value: IMC Strategy, Creating Competitive Advantage, The Global Marketplace and Sustainable Marketing: Social Responsibility and Ethics.

**MKTG6114 - INTRODUCTION TO INTERNATIONAL RETAIL MARKETING (2 Credits)**

**Learning Outcomes:** Define the world of retailing, Describe the international retailing strategy, Explain the concept of merchandise management and store management.

**Topics:** Introduction to The World of Retailing, Types of Retailers and Multichannel Retailing, Customer Buying Behaviour, Retail Market Strategy, Retail Locations, Managing The Merchandise Planning Process, Buying Merchandise and Retail Pricing, Retail Communication Mix, Managing The Store, Store Layout, Design, and Visual Merchandising.

**MKTG6115 - E-MARKETING MANAGEMENT (4 Credits)**

**Learning Outcomes:** Define the development of E-Marketing; Describe the E-Marketing Environment; Construct the E-Marketing Strategy; Apply the E-Marketing Management.

**Topics:** E-Marketing in Context: Past, Present and Future, Strategic E-Marketing and Performance Metrics, The E-Marketing Plan, E-Marketing Environment: Global E-Markets 3.0 and Ethical and Legal Issues, E-Marketing Research and Connected Consumers Online, Segmentation, Targeting, Differentiation, and Positioning Strategies, Product (The Online Offer) and Price (The Online Value), The Internet for Distribution and E-Marketing Communication: Owned Media, E-Marketing Communication: Paid Media and Earned Media, Customer Relationship Management.

**MKTG6116 - E-CRM (4 Credits)**

**Learning Outcomes:** Describe conceptual foundation of customer relationship management (CRM); Explain strategic customer relationship management (CRM); Apply the internet and information technology in e-marketing plan and e-CRM; Relate e-marketing plan with customer relationship management.

**Topics:** Strategic Customer Relationship Management Today, Relationship Marketing and the Concept of Customer Value, Strategic CRM, Implementing the CRM Strategy, Customer Analytics, Data Mining, Using Databases, Software Tools and Dashboards, Loyalty Programs: Design and Effectiveness, Campaign Management & Impact on Marketing Channels.

**MKTG6117 - ENTREPRENEURIAL MARKETING (4 Credits)**

**Learning Outcomes:** Define the concept and strategies of entrepreneurial marketing, Explain concept and the way of sustainability marketing; Analyzing entrepreneurial marketing problem in business; Explain extended entrepreneurial marketing strategies to create sustainable value.

**Topics:** Marketing-Driven Strategy to make Extraordinary Money, Generating, Screening, Developing Ideas and Entrepreneurial Pricing, Leverage Public Relations, Promotion and Viral Marketing to Maximize Sustainable Profitability, Advertising to Build Awareness and Reinforce Messaging and Marketing Enabled Sales, Sales Management to Add Value, Distribution/Channel Decisions to Solidify Sustainable Competitive Advantage, Create an Ecosystem to Maximize Product/Service Lifetime Profitability, Entrepreneurial Marketing for Building Teams, Marketing for Financing Activities, Building Strong Brands and Strong Companies.

**SUBJECT AREA: RSCH**

**RSCH6023 - RESEARCH METHODOLOGY (4 Credits)**

**Learning Outcomes:** Explain the concept of research methodology; Identify the steps in research process; Operate concepts of research methodology.

**Topics:** Introduction to Research, Research Problem and Literature review, Theoretical framework and hypothesis development, Element of Research design, Data collection methods, Measurement of variables: Operational definition, Sampling, Quantitative data analysis, Qualitative data analysis, The research report.

**RSCH6024 – THESIS (6 Credits)**

**Learning Outcomes:** Investigate management research problems and their background; Explain relevant theories in the chosen area; Formulate the appropriate research design

**Topics:** Introduction to the Course; The Role of Management Research; Problem Definition; Research Methodology

**SUBJECT AREA: STAT**

**STAT6110 - BUSINESS STATISTIC (4/2 Credits)**

**Learning Outcomes:** Familiarity with the concept of data (samples & populations, different types of variables, accuracy); Understand and apply descriptive statistic and statistical inference techniques (including statistical estimation and hypothesis testing) in business situations; Interpret the results of a statistical analysis in the context of a business problem; Interpret computer output to perform statistical techniques.

**Topics:** Statistic and the frequency distributions, Descriptive Statistics: Numerical Measures, Introduction to probability, Discrete probability distributions, Continuous probability distributions, Sampling and Sampling distributions, Interval estimation, Hypothesis tests, Linear Regressions, Time Series Analysis and Forecasting.