

# 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 Study 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 information and communication technology in developing global business competencies.
9. Able to apply critical thinking in current business management through multidisciplinary methods and approaches.
10. Able to apply integrated business strategies and functional strategies in the global business.

## **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.

## **Curriculum**

The curriculum is based on the National Curriculum and Management study program association that covers management knowledge and skills as well as attitude to support core competence.

**Course Structure**

Sem	Code	Course Name	SCU	Total
1	MGMT6072	Introduction to Management and Business	4	18
	MATH6102	Business Mathematics	4	
	MKTG6113	Marketing Management	4	
	ECON6066	Micro and Macro Economics	6	
2	CHAR6019	Character Building: Pancasila	2	18
	ENGL6163	English Professional	4	
	ACCT6172	Introduction to Accounting	4	
	ISYS6295	Management Information Systems	4	
	ECON6032	Managerial Economics	4	
3	CHAR6020	Character Building: Kewarganegaraan	2	20
	FINC6046	Financial Management	4	
	MGMT6159	Operational Management	4	
	COMM6263	Business Communication	2	
	MGMT6255	Global Human Resources Management	6	
	LAWS6095	Legal Aspect in Economic	2	
4	CHAR6021	Character Building: Agama	2	22
	ACCT6173	Managerial Accounting	4	
	ENTR6081	Entrepreneurship	4	
	STAT6145	Business Statistics	6	
	MGMT6146	Strategic Management	4	
	LANG6031	Indonesian	2	
5	MKTG6125	Retail and Merchandising	4	22
	MGMT6160	Global Supply Chain Management	4	
	MGMT6162	Change Management	4	
	ENTR6100	Managing Entrepreneurial Organizational and Leadership	6	
	ISYS6296	e-Business System	4	
6	<b>Minor Program</b>		16	16
7	ISYS6426	E-Corporate Strategy and Management	6	20
	BUSS6048	International Business	4	
	MGMT6322	E-Marketing and E-CRM	6	
	RSCH6023	Research Methodology	4	
8	BUSS6049	Managing Innovation	4	10
	RSCH6024	Thesis	6	
			<b>Total Credit 146 SCU</b>	

**Minor Program (6<sup>th</sup> Semester):**

-) Student will take one of minor program track. See minor scheme for the tracks detail. 1<sup>st</sup> Period

**Minor Track Scheme**

Track	1 <sup>st</sup> Period				2 <sup>nd</sup> Period			
	BM	AF	IS	CS	BM	AF	IS	CS
1	-	V	-	-	-	V	-	-
2	-	-	V	-	-	-	V	-

Notes:

BM : Business Management Minor Program  
 AF : Accounting and Finance Minor Program  
 IS : Information Systems Minor Program  
 CS : Computer Science Minor Program

Notes:

Student will take one of Minor Program tracks

**Minor Program Track**

Code	Course Name	SCU	Total
<b>Minor Program 1<sup>st</sup> Period</b>			8
COMM6457	Business Communication	4	
MGMT6320	Human Resource Management	4	
<b>Minor Program 2<sup>nd</sup> Period</b>			8
ENTR6488	Business Plan	4	
MGMT6321	Application of Change Management	4	

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

No	Course Code	Course Name	Minimal Grade
1	CHAR6019	Character Building: Pancasila	B
2	ENTR6081	Entrepreneurship	C
3	MKTG6113	Marketing Management	C
4	ECON6066	Micro and Macro Economics	C
5	ISYS6295	Management Information Systems	C
6	MGMT6255	Global Human Resources Management	C
7	MGMT6160	Global Supply Chain Management	C
8	BUSS6048	International Business	C

## **Course Descriptions**

### **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 Score Card; 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.

**Topics:** The Cultural Environments of International Business, The Political and Legal Environments in International Business, The Economic Systems and Environments in International Business, Globalization, Cross-National Cooperation and Agreements, Global Foreign Exchange Markets and The Determination of Exchange rates, The Strategy of International Business & Country Evaluation and Selection, Direct Investment and Collaborative Strategies, The Multinational Finance Function and International Accounting Issues, The Organization of International Business, International Human Resources 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**

**COMM6263 - BUSINESS COMMUNICATION (2 Credits)**

**Learning Outcomes:** Illustrate building blocks for effective messages and creating goodwill in business communication, Give examples of how to create letters, e-mail, web writing and to polish them in writing, Demonstrate basic concepts and practices in interpersonal communication, Analyze business research, reports, and visual presentation of research result and job hunting process.

**Topics:** Business Communication, Management and Success and Adapting Your Message to Your Audience, Communicating Across Culture & You-Attitude, Positive Emphasis & Readers Benefits, Planning, Writing, and Revising & Formats for Letters and E-mail Messages, Informative and Positive Messages; Negative Messages; & Persuasive Messages; Working and Writing in Teams & Planning, Conducting, and Recording Meetings; Designing Documents, Slides, and Screens & Making Oral Presentations; Proposals and Progress Reports; Finding, Analyzing, and Documenting Information; & Short Reports; Researching Jobs & Résumés; Job Application Letters & Job Interviews; Case Study 2: Cases for Communicators “Waterless Wonder!”

**SUBJECT AREA: ECON**

**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.

**ECON6066 – MACRO AND MICRO ECONOMICS (6 Credits)**

**Learning Outcomes:** Explain the economics study; Calculate equilibrium market, elasticity, production, and cost production; Analyze the difference of structure market in microeconomics; Calculate measuring GDP and economic growth and monitoring macroeconomics performance; Combine macroeconomics trends and policy  
**Topics:** Introduction to economics; Supply, Demand and Government Policies; Household Behavior and Consumer Choice; The Production and cost; The market structure; Measuring Nation’s Income and Economics Growth; A macroeconomics theory of the close and open economy; Fiscal Policy; Monetary Policy; International Trade Policy

**SUBJECT AREA: ENGL**

**ENGL6163 – ENGLISH PROFESIONAL (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 (a minimum of BINUS English Writing scaled score of 15 of scale 30).

**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**

**ENTR6081 – ENTREPRENEURSHIP (4 Credits)**

**Learning Outcomes:** Identify personality of entrepreneurs and innovative business idea, Analyze business model and business model environment, Generate the nature of entrepreneurship and the management of own project, Categorize the business model of the business, Construct the business plan of new business.

**Topics:** Entrepreneurship and The Personality of Entrepreneurship, Market Overview, Idea Generation and Business Model, Customer Insight and Developing Value Proposition and How to Get In Touch with Customer, Recognizing Business Keys and the Financial Aspects of the Business, Dealing with Expo and Market Segmentation, Personalized Your Business No-Redefining the Business Model, Defining the Core of the Business – Case Study: Market, Mapping the Sales Proces – Case Study: Value Proposition, Designing the Business Model and Identifying the Key Assumptions, How to Develop Product Plan and Product Design, Evaluating Business Model and Organizing the Business.

**ENTR6100 - MANAGING ENTREPRENEURIAL ORGANIZATION AND LEADERSHIP (6 Credits)**

**Learning Outcomes:** Explain the importance of understanding the organizational behaviour and organization culture; explain the importance of understanding and managing individual and group behaviour, organizational characteristics, social entrepreneurship and innovation; analyze the organizational processes such as communication in organization, decision making, job design, work and motivation; apply evaluation, feedback and rewards, and how to manage misbehavior, individual stress and conflict and negotiation, power, politics, empowerment and managing innovation; explain the meaning of leadership, managerial roles, and decision; identify the five literacies of global leadership and 50 steps to business success.

**Topics:** Introduction to organizational behaviour and organizational culture, individual differences and work behaviour, social entrepreneurship and innovation, individual and organizational characteristics, job design, work, and motivation, evaluation, feedback and rewards, manage misbehaviour, individual stress and conflict and negotiation, power, politics, empowerment, communication and decision making, learning and manage innovation, managerial roles and decisions, leadership behaviour, change leadership, traits and skills of leader, contingency theory, cross culture leadership and diversity, five literacies of global leadership (network intelligence and futuring, strategic navigation and deep design, brand resonance) and 50 steps to business success (step 1-50).

**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.

**ISYS6426 - E-CORPORATE STRATEGY AND MANAGEMENT (6 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; describe information technology for e-business strategy; apply information for e-business strategy.

**Topics:** Key terminology and evolution of e-business, the e-business strategy framework, external analysis: the impact of the internet on the macro-environment mad on the industry structure of e-business companies, internal analysis: e-business competencies as sources of strengths and weaknesses, strategy option in e-business markets, sustaining a competitive advantage overtime, exploiting opportunities, creating and capturing value through e-business strategies, choosing the appropriate strategy for internal organization of e-business activities, choosing the appropriate strategy for interaction with the suppliers, choosing the appropriate e-business strategy for interacting with users, a roadmap for e-business strategy implement, e-business and e-commerce, web 2.0 and social media operation planning and control system, enterprise information system, business intelligence and decision support, IT strategy planning, business process management and system development, global ecology, ethics and social responsibility.

**SUBJECT AREA: LANG**

**LANG6031 – INDONESIAN (2 Credits)**

**Learning Outcomes:** Mengidentifikasi kesalahan diksi dan ejaan dalam kalimat, Membuat paragraf akademik dengan diksi dan kalimat efektif, Menyusun karangan ilmiah sederhana.

**Topics:** Arti dan Fungsi Bahasa, Sejarah, Perkembangan, Fungsi dan Kedudukan Bahasa Indonesia, Ragam Bahasa, Ejaan Yang Disempurnakan (EYD), Diksi dan Definisi, Kalimat Efektif, Paragraf Akademik, Jenis dan Sistematika Karangan ilmiah, Teknik Pengutipan dan Penulisan Sumber Referensi, Presentasi Ilmiah.

**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)**

**Learning 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.

**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.

#### **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 or 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.

##### **MKTG6125 - RETAIL AND MERCHANDISING (4 Credits)**

**Learning Outcomes:** Describe the world of retailing; Analyze the retailing strategy; Apply the concept of merchandise management and store management.

**Topics:** Introduction to The World of Retailing, Types of Retailers & Multichannel Retailing, Customer Buying Behaviour & Retail Market Strategy, Retail Locations, Information System & Supply Chain Management, Customer Relationship Management & Managing The Merchandise Planning Process, Buying Merchandise & Retail Pricing, Retail Communication Mix & Managing The Store, Store Layout, Design & Visual Merchandising, Customer Service.

**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.