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Nationalism. Trendsetter



# BUSINESS ADMINISTRATION

# STUDENT'S HANDBOOK

# 2017

# Business Administration Studies

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## Welcome Message from Head of Business Administration Study Program



It is my great pleasure to welcome you all to Business Administration PresUniv. This is the place where you are going to enjoy your academic life for the next four years. It is the place where you are going to be trained not only as an academician but also as an entrepreneur. Here is the place, you are going to see yourself transforming towards young adult who can state one's thought, stand on one's feet, speak on behalf one's mind and act on one's desire instead of being told what to do. Business Administration will bridge you, guide you and remind you all the time that the future is for entrepreneurs not employees and you are the entrepreneur. Start thinking, start asking, start searching and start challenging ideas for they will be your new character,

the character of BA PresUnivers. Welcome to the family of BA PresUnivers.

# 1. STUDY PROGRAM-BUSINESS ADMINISTRATION

## 1.1 Introduction

Many people are trying hard to be successful and they believe that education is the road to succeed and one of the keys for the intellectual and professional development of our people to fulfill the role in supporting a stronger and globally competitive Indonesia. Now, many universities, colleges and even community colleges have been established to provide better education in Indonesia. Unfortunately, many universities and colleges produce graduates who only are educated without accompanied by the ability to work which in return contribute the number of unemployment rate in Indonesia.

Unemployment problems become one of the challenges for President University (PresUniv), therefore, PresUniv established Business Administration study program that offers concentration in the following disciplines; entrepreneurs in retail business, wealth planning, hospitality and tourism business, family business, global business, digital business and manufacturing industry. We are confident that this is the right choice to overcome the unemployment rate in Indonesia particularly.

The entrepreneurial studies being offered to answer the growing concern of unemployment. These concentrations educate student how to be a manager, an accountant, computer literature and many more above that how to generate ideas of business, how to implement the ideas into a running business, how to sustain that business in tough competition not only from local but also international companies. Not only that, the student will have an entrepreneurial mindset as an employee is a way to climb for higher position faster than those who are not. Also for companies who are looking their future employees with ideas on how to develop the company better in the future.

The retail business in Indonesia shows potential growth, a lot of retail business such as Carrefour, giant, hero, minimarts, supermarkets and mall grow rapidly hence the requirement of store managers, merchandise managers, branch managers are really high. Retail business concentration is offered to answer the market demand of employment in retail business.

The Wealth Planning concentration educate students to be an independent financial planner. They are prepared to give a better solution of using your money which is monetizing your money instead of depositing it in a bank. This concentration is open to fulfill the lack of financial planner In Indonesia.

Indonesia has hundreds of beautiful places that can attract tourists. Unfortunately, we still lack of human resources who manage and develop the hospitality and tourism in Indonesia. That's why hospitality and tourism business concentration prepares the graduates to work in the industry also to create various businesses in hospitality and tourism industries.

Indonesia's manufacturing industry was worth IDR 2,097.7 trillion (approx. USD \$156 billion) in 2015, contributing 18.1 percent to the country's gross domestic product (GDP), up from 17.8 percent of GDP in the preceding year (Indonesia Investment, 2016). That data show potential

growth of manufacturing industry in Indonesia is high that impact to the high requirement of employees. Seeing this big opportunity, manufacturing industry concentration is open to fulfill the requirement.

Based on the PricewaterhouseCoopers (PWC) survey, more than 95 percent of businesses in Indonesia are family owned. However, it is difficult to find a university that provides family business concentration for undergraduate level. It becomes the challenge for Business Administration Study Program to open that concentration and provide expert graduate to manage family business.

The Global Business or International Business Relations concentration is another concentration that we from Business Administration Study Program see it as the most important concentration since we are living in Global World. The free trade agreement between countries or regions or event continents has made this concentration provides a better understanding of the administration of the business endeavor including the global socio-political, and socio-economic, in a multinational setting.

Living in Digital era makes us experience all smart devices and causes disruption to the more traditional business process. The convergence of people, business, and internet force companies, from manufacturing till services, to transform to Digital 4.0 or perish. This concentration will help graduates to gain knowledge and experience to lead companies towards Digital 4.0.

## 1.2 Vision and Mission

### Vision

By 2030, to be the center of education and development of Business Administration in Asia that will produce future business leaders with an entrepreneurial spirit, multicultural mindset, and global competitiveness.

### Mission

- Carrying out education and teaching in the field of Business Administration by utilizing information technology in the latest business practices.
- Carrying out research in the context of developing Business Administration and its application in the latest business practices.
- Carrying out community service activities in order to contribute to the development of industry, environment, and society.
- Conducting national and international cooperation in an effort to produce business leaders with an entrepreneurial mindset and global competitiveness.

### 1.3 Program Learning Objectives

To produce graduates in Business Administration who are internationally competent, competitive, characterized by superior and spirited leadership that is able to discover, develop, and disseminate knowledge in the field of information technology-based business in a highly professional manner, uphold the dignity and the values of humanity, unity and national unity, embrace a responsible academic freedom based on scientific integrity, entrepreneurial-minded and able to develop themselves.

### 1.4 Concentration

Business Administration study program divide the concentration into the following disciplines:

**A. Retail Business,** The main focus is dealing to a direct customer like Carrefour, Alfamart, Indomaret, and Giant. Students are prepared to work in a retail business yet to open a retail business is also possible. Retail business is chosen as one of the concentrations is because the growing demands of managers to run in their chain of businesses in Indonesia. Not to mention every investor eyes are in Indonesia because of its growing middle class and economic stability. Retail marketing, retail operation and retail buying are taught to strengthen the students of understanding retail business.

**B. Hospitality and Tourism Business,** Hospitality and tourism industry has proven to support a country to increase their economic condition which leads to a better welfare of their people through many supporting companies built either by local people or foreign direct investment. However, it is to our dismay looking at many schools of tourism in Indonesia are focusing on how to prepare graduates to work in the industry without any effort to take advantage out of it. Hence, our aim is that our graduates are ready to open their own business in hospitality and tourism instead of thinking to only work in this industry. Students are exposed to soft skills needed for work and at the same time they are also trained to develop ideas on what types of startup companies they want to open while studying on campus. Students are trained for the soft skills directly at our hotels' partner to have hands-on experience at the work field. Students are also encourage to go abroad for their subject called International Tour and Travel and upon their returning home, they are asked to prepare a business plan in tour and Travel which industry is still in need for more and more new companies. This concentration is the best choice for those students who love hospitality and tourism and who are willing to take advantage of this growing business.

**C. Wealth Management Planning,** Students are trained to be an independent financial planner to help people to monetize their money instead of depositing in a bank. Some of the courses to be learned are taxation planning, retirement planning, investment planning and others. The idea of opening it is to fill the gap because there are still a few certified financial planners in Indonesia that can handle the huge amount not to mention the number of middle class.

**D. Family Business,** There is no big companies became big as they are now. All of them somehow will start from a small company. Some of them are even mom and pop shops. Somehow they grow bigger and involve the family members and become family business. Many family businesses ended on the second generation or even on the first generation. Lack of knowledge of how to grow it bigger is one of the causes. Looking at there are so many family businesses in Indonesia and there is too little number of family business that grow bigger and sustain to the second generation not to mention to the third generation, here we try to bridge the lack of knowledge by opening the family business concentration through best practices. Students are encouraged to broaden their mind by opening new branches of their store instead of taking over the family business replacing their dad or mom. They are also being introduced of franchise system and how to provide it so they can grow their business faster and bigger. We hope BA PresUniv graduates will be the first among all family businesses to go global.

**E. Global Business,** More and more countries are joining certain agreements to open their market and enter other countries' market. We are witnessing the Free Trade Agreement among South East Asia countries, Indonesia and China, and Trans-Pacific partnership. The challenge of business people is to take the challenge and opportunity as the results of the agreements. One of the challenges is of course to understand the global socio-political, and socio-economic, in a multinational setting. Multinational companies need graduates equipped with this knowledge to enter a country. Hence, this concentration will provide students the understanding of business politics and diplomacy in various areas such as Asia Pacific, Europe, USA and at the same time the multinational companies.

**F. Digital Business,** the convergence of people, business, and internet into certain apps has disrupt not only the traditional business but also the internet business. The social media has given a chance to an ordinary person becoming a celebrity. The end of mass production and the beginning of customized products with the enhancement of Big Data. To manage all this digital convergence, hence the concentration of digital business becomes very important and especially to help companies to face the Industry 4.

## 1.5 Curriculum Structure

The curriculum of Business Administration Study Program is shown below;

|                           |             |
|---------------------------|-------------|
| <b>University Core</b>    | <b>23 %</b> |
| <b>Study Program Core</b> | <b>54%</b>  |
| <b>Concentration Core</b> | <b>15%</b>  |
| <b>Internship</b>         | <b>4%</b>   |
| <b>Final Project</b>      | <b>4%</b>   |

## A. Course Distribution

| No.       | Code                       | Subject   | Cr        | O  | E  | S   | O  | E  | S  | O   | E    | S  | O |
|-----------|----------------------------|---|-----------|----|----|-----|----|----|----|-----|------|----|---|
|           |                            |   |           | I  | II | III | IV | V  | VI | VII | VIII | IX | X |
|           |                            |   |           | 16 | 16 | 9   | 18 | 23 | 9  | 27  | 27   | 0  | 6 |
| <b>I</b>  | <b>DIKTI Requirement</b>   |   |           |    |    |     |    |    |    |     |      |    |   |
| 1         | INA101                     | Religion  | 2         |    |    | 2   |    |    |    |     |      |    |   |
| 2         | INA102                     | Pancasila   | 2         |    |    | 2   |    |    |    |     |      |    |   |
| 3         | INA103                     | Citizenship   | 2         |    |    | 2   |    |    |    |     |      |    |   |
| 4         | INA104                     | Indonesian Language   | 3         |    |    | 3   |    |    |    |     |      |    |   |
| 5         | PUN110                     | English 1   | 3         | 3  |    |     |    |    |    |     |      |    |   |
|           |                            | <b>Total</b>  | <b>12</b> |    |    |     |    |    |    |     |      |    |   |
| <b>II</b> | <b>University Subjects</b> |   |           |    |    |     |    |    |    |     |      |    |   |
| 1         | PUN101                     | Entrepreneurship 1  | 3         | 3  | 3  |     |    |    |    |     |      |    |   |
| 2         | PUN102                     | Entrepreneurship 2  | 3         |    |    | 3   |    |    |    |     |      |    |   |
| 3         | PUN113                     | Cultural Diversity<br>(Mandarin For Indonesia Student)            | 3         |    |    | 3   |    |    |    |     |      |    |   |
| 4         | PUN114                     | Cultural Diversity<br>(Indonesian language For Foreigner Student) |           |    |    | 3   |    |    |    |     |      |    |   |
| 5         | PUN203                     | Corporate Entrepreneurship 1                                      | 6         |    |    |     | 6  |    |    |     |      |    |   |
| 6         | PUN204                     | Corporate Entrepreneurship 2                                      | 6         |    |    |     |    | 6  |    |     |      |    |   |
| 7         | PUN205                     | Corporate Entrepreneurship 3                                      | 3         |    |    |     |    |    | 3  |     |      |    |   |
| 8         | PUN211                     | English 2   | 3         |    |    |     |    |    | 3  |     |      |    |   |
| 9         | PUN306                     | Start-Up1(Creativepreneurship 1)                                  | 3         |    |    |     |    |    |    | 3   |      |    |   |
| 10.       | PUN307                     | Start-Up2<br>(Creativepreneurship 2)                              | 6         |    |    |     |    |    |    |     | 6    |    |   |

|            |                                       |  |           |   |   |  |   |   |  |   |   |   |   |   |
|------------|---------------------------------------|--|-----------|---|---|--|---|---|--|---|---|---|---|---|
| 11.        | PUN312                                | English 3  | 3         |   |   |  |   |   |  |   |   | 3 |   |   |
| 12.        | PUN308                                | Start-Up3<br>(Creativepreneurship 1)                 | 9         |   |   |  |   |   |  |   |   |   | 9 |   |
| 13.        | PUN488                                | Thesis<br>(6)  | 6         |   |   |  |   |   |  |   |   |   |   | 6 |
| 14.        | PUN499                                | Final Project<br>(6)                                 |           |   |   |  |   |   |  |   |   |   |   |   |
|            |                                       | <b>Total</b>   | <b>54</b> |   |   |  |   |   |  |   |   |   |   |   |
| <b>III</b> | <b>Faculty<br/>Subjects</b>           |  |           |   |   |  |   |   |  |   |   |   |   |   |
| 1          | FOB101                                | Introduction to Business                             | 3         | 3 |   |  |   |   |  |   |   |   |   |   |
| 2          | FOB102                                | Business Economics                                   | 3         | 3 |   |  |   |   |  |   |   |   |   |   |
| 3          | FOB103                                | Principles of Accounting<br>I (Financial Accounting) | 3         |   | 3 |  |   |   |  |   |   |   |   |   |
| 4          | FOB104                                | Business Statistics                                  | 3         |   |   |  |   |   |  | 3 |   |   |   |   |
| 5          | FOB305                                | Research Methodology<br>in Business                  | 3         |   |   |  |   |   |  |   | 3 |   |   |   |
|            |                                       | <b>Total</b>   | <b>15</b> |   |   |  |   |   |  |   |   |   |   |   |
| <b>IV</b>  | <b>Study<br/>Program<br/>Subjects</b> |  |           |   |   |  |   |   |  |   |   |   |   |   |
| 1          | BUS101                                | Business Law and<br>Regulations                      | 3         |   | 3 |  |   |   |  |   |   |   |   |   |
| 2          | BUS102                                | International Business                               | 3         |   | 3 |  |   |   |  |   |   |   |   |   |
| 3          | BUS103                                | Macroeconomics                                       | 3         |   | 3 |  |   |   |  |   |   |   |   |   |
| 4          | BUS204                                | Market Research and<br>Analysis                      | 3         |   |   |  | 3 |   |  |   |   |   |   |   |
| 5          | BUS205                                | Business Finance                                     | 3         |   |   |  | 3 |   |  |   |   |   |   |   |
| 6          | BUS206                                | Financial Institution &<br>Market                    | 3         |   |   |  |   | 3 |  |   |   |   |   |   |
| 7          | BUS207                                | Mandarin 2   | 3         |   |   |  |   |   |  |   |   |   |   |   |
| 8          | BUS208                                | Indonesia Language 2                                 |           |   |   |  |   |   |  | 3 |   |   |   |   |
| 9          | BUS309                                | Ethics and CSR                                       | 3         |   |   |  |   |   |  |   | 3 |   |   |   |

|    |                        |                                     |           |   |   |  |   |   |  |   |  |   |  |  |
|----|------------------------|-------------------------------------|-----------|---|---|--|---|---|--|---|--|---|--|--|
| 10 | MGT101                 | Human Capital Management            | 3         | 3 |   |  |   |   |  |   |  |   |  |  |
| 11 | MGT102                 | Business Math and Decision Analysis | 3         | 3 |   |  |   |   |  |   |  |   |  |  |
| 12 | MGT208                 | Productions & Operations Management | 3         |   |   |  |   | 3 |  |   |  |   |  |  |
| 13 | MGT313                 | Strategic Management                | 3         |   |   |  |   |   |  |   |  | 3 |  |  |
| 14 | MGT315                 | Marketing Management                | 3         |   | 3 |  |   |   |  |   |  |   |  |  |
|    |                        | <b>Total</b>                        | <b>39</b> |   |   |  |   |   |  |   |  |   |  |  |
| V  | <b>Concentration</b>   |                                     |           |   |   |  |   |   |  |   |  |   |  |  |
|    | <b>Retail Business</b> |                                     |           |   |   |  |   |   |  |   |  |   |  |  |
| 1  | BUS13122               | Principles of Retailing             | 3         |   |   |  | 3 |   |  |   |  |   |  |  |
| 2  | BUS13134               | Principles of Retail Buying         | 3         |   |   |  | 3 |   |  |   |  |   |  |  |
| 3  | BUS13143               | Retail Operation Strategy           | 3         |   |   |  |   | 3 |  |   |  |   |  |  |
| 4  | BUS13153               | Practices of Retail Buying          | 3         |   |   |  |   | 3 |  |   |  |   |  |  |
| 5  | BUS13163               | Retail Marketing Strategy           | 3         |   |   |  |   |   |  | 3 |  |   |  |  |
| 6  | BUS13173               | Retail logistics                    | 3         |   |   |  |   |   |  | 3 |  |   |  |  |
|    |                        | <b>Total</b>                        | <b>18</b> |   |   |  |   |   |  |   |  |   |  |  |

|   |                        |  |   |  |  |  |   |   |  |  |  |  |  |  |
|---|------------------------|--|---|--|--|--|---|---|--|--|--|--|--|--|
|   | <b>Wealth Planning</b> |  |   |  |  |  |   |   |  |  |  |  |  |  |
| 1 | BUS12183               | Risk Management and Insurance Planning | 3 |  |  |  | 3 |   |  |  |  |  |  |  |
| 2 | BUS12193               | Investment Planning                    | 3 |  |  |  | 3 |   |  |  |  |  |  |  |
| 3 | BUS12203               | Tax Planning                           | 3 |  |  |  |   | 3 |  |  |  |  |  |  |



|  |                         |   |           |           |           |          |           |           |          |           |           |          |          |
|--|-------------------------|---|-----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|----------|
|  |                         | Business  |           |           |           |          |           |           |          |           |           |          |          |
|  |                         | <b>Total</b>                                    | <b>18</b> |           |           |          |           |           |          |           |           |          |          |
|  | <b>Global Business</b>  |   |           |           |           |          |           |           |          |           |           |          |          |
|  | BUS278                  | Trade Diplomacy                                 | 3         |           |           |          | 3         |           |          |           |           |          |          |
|  | BUS279                  | Diplomacy and the role of MNCs                  | 3         |           |           |          | 3         |           |          |           |           |          |          |
|  | BUS381                  | Business Politics and Diplomacy in Asia Pacific | 3         |           |           |          |           | 3         |          |           |           |          |          |
|  | BUS382                  | Business Politics and Diplomacy in Europe       | 3         |           |           |          |           | 3         |          |           |           |          |          |
|  | BUS392                  | Business Politics and Diplomacy in USA          | 3         |           |           |          |           |           | 3        |           |           |          |          |
|  | BUS393                  | The Rise and Fall of MNCs                       | 3         |           |           |          |           |           | 3        |           |           |          |          |
|  |                         | <b>Total</b>                                    | <b>18</b> |           |           |          |           |           |          |           |           |          |          |
|  | <b>Digital Business</b> |   |           |           |           |          |           |           |          |           |           |          |          |
|  | BUS281                  | Managing Digital Convergence                    | 3         |           |           |          | 3         |           |          |           |           |          |          |
|  | BUS282                  | Social Media and Interactive Management         | 3         |           |           |          | 3         |           |          |           |           |          |          |
|  | BUS394                  | Ubiquitous (mobile) Management                  | 3         |           |           |          |           | 3         |          |           |           |          |          |
|  | BUS395                  | Value Innovation of IT                          | 3         |           |           |          |           | 3         |          |           |           |          |          |
|  | BUS396                  | Data Science for Business Intelligence          | 3         |           |           |          |           |           | 3        |           |           |          |          |
|  | BUS397                  | Valuation of IT Media Business                  | 3         |           |           |          |           |           | 3        |           |           |          |          |
|  |                         |   | <b>18</b> |           |           |          |           |           |          |           |           |          |          |
|  |                         | <b>Total Credits</b>                            |           | <b>18</b> | <b>21</b> | <b>9</b> | <b>18</b> | <b>18</b> | <b>9</b> | <b>18</b> | <b>18</b> | <b>9</b> | <b>6</b> |

## Course Descriptions

### 4.6.1 Dikti Requirement

#### **INA 101 – Religion**

Students will study the five major modern religions (Judaism, Christianity, Islam, Hinduism, and Buddhism) plus regional variants in terms of their characteristic beliefs and rituals. Particular attention will be paid to the origin and evolution of each religion, including their historical and cultural impact on society. Significant historical religious leaders' lives and accomplishments will be profiled. Regular classroom speaking and writing assignments will be made throughout the course.

#### **INA 102 - State Philosophy**

This course covers the principles of Pancasila, UUD 1945, pattern of thought, primary of Pancasila amidst Liberalism and Socialism, as well as its implementation in actual society. The principles and regulations of Pancasila and citizenship are reflected in a critical way so that it can answer the recent problems of society.

#### **INA 103 - Citizenship**

This course related to state philosophy course. Students discussed about the principles of citizenship, nationality, pattern of thought, primary of citizenship towards internationalism and regionalism, as well as its implementation in actual society.

#### **INA 104 – Indonesian Language**

This course provides Indonesian students with the language skills in order to develop their Indonesian communicative competence in a formal context such as writing papers and thesis, as well as speaking in a seminar, symposium or conference, through practice and careful analysis of its vocabulary choice, grammar use, logical paragraph and essay writing with correct spelling. It covers topics such as structure of Indonesian language, diction effective sentences, business letters, reports and proposals. This course is intended to help Indonesian and foreign students develop their communicative knowledge, competencies and skills, so they are able to communicate in their daily activities with the local community.

#### **PUN110 - English 1**

##### **English for General Spoken Communications (Listening & Speaking)**

This course aims to improve the students' proficiency to express and convey their message and intentions in both intelligible and comprehensible spoken and written English within the competence standards of CEF B2 (Upper Intermediate/Vantage). In this course the students are also introduced and exposed to varieties of social interactions, situations and contexts for them to communicate effectively. In a class where International students are present, the course will provide the opportunity for the students to be exposed to World English and, thus, become aware of identity considerations and cultural sensitivity.

## 4.6.2 University Subjects

### **PUN211 - English 2**

#### **English for General Written Communications (Reading & Writing)**

This course aims to improve the students' proficiency to express and convey their message and intentions in both intelligible and comprehensible spoken and written English within the competence standards of CEF C1 (Advanced). In this course the students are also introduced and exposed to varieties of social interactions, situations and contexts for them to communicate effectively. In a class where International students are present, the course will provide the opportunity for the students to be exposed to World English and, thus, become aware of identity considerations and cultural sensitivity.

### **PUN312 - English 3**

#### **English for Professional Context (Business Communications)**

This course explores the students' language proficiency in the professional setting. In this course, the students are also applying the use of English in the key areas of professional business communication. This course allows for the students to simulate and practice the use of English for Professional Context relevant to their fields of study.

### **PUN 101– Entrepreneurship 1**

This course will introduce students to entrepreneurship knowledge and environment. The course design to build the entrepreneurial spirit for student. This course simulate entrepreneurship as student's mindset and transform those spirit to their attitude and approach to thinking that actively seeks out change, rather than waiting to adapt to change.

### **PUN 203 & 204– Corporate Entrepreneurship**

Students acquire the knowledge of how entrepreneurs and organisations create and capture value through innovation in national and international markets and skills needed including different forms of innovation, and the related managerial and organisational issues to manage the development of innovations, to recognize and evaluate potential opportunities to monetize these innovations, to plan specific and detailed methods to exploit these opportunities, and to acquire the resources necessary to implement these plans. This course provides the students with the knowledge, skills and art of managing. This course is not only useful for the students in the workplace later on but also during their time on campus. The elements of management in terms of planning, directing, organizing and control are discussed.

### **PUN309- Mentorship / Internship**

Students will learn hands-on work experience for a company or several companies or international corporations/ institutions. Student eligibility to this program is guided by university policies.

**PUN 102 – Entrepreneurship 2**

The course provides the students as an entrepreneur to bridge understanding the nature of business as a whole. Entrepreneurship project is the discipline of planning, organizing, securing, managing, leading and controlling resources to achieve specific goals. An entrepreneurship project's is a temporary endeavor with defined beginning and end/usually time-constrained, and often constrained by funding or deliverables, undertaken to meet unique goals and objectives typically to bring about beneficial change or added value. Furthermore, it's offering the students a journey of managing project with fully dynamic and jump into "learning curve" of experiences.

**PUN 113-114 – Cultural Diversity**

The course covers the basic grammar and vocabulary required to non-native speaker students who are studying their degree subject in Mandarin. In addition, an introduction to basic writing is given at the sentence and paragraph level. Students are given the opportunity to practice and improve the basic skill of pronunciation, reading, listening, speaking, and writing ability.

**PUN306, 307, 308 – Start-Up (Creativepreneurship)**

Referred as the "Business Plan Course", this course is considered as a capstone course, offered at the end of the study program. Students are expected to develop an original idea for a new venture, and write a comprehensive business plan for that venture. The course will critically examine a variety of topics, issues, and frameworks, which will help students in addressing the financial, marketing, economic, operational, legal, as well as new venture creation and entrepreneurial management. The course focus is on the design of suitable business, as well as on the utility of different media vehicles, at different points of the consumer decision chain. You will learn to appreciate the key communication challenges in today's rapidly changing marketing environment and understand how to utilize frameworks to guide your conversations with customers and to build your brand as the environment evolves. Student plans will be presented to successful entrepreneurs and financiers during the end-of-the-semester business plan competition. The best Business Plan will be endorsed to participate in acknowledged national competitions.

**BUS231 –Managerial Accounting**

The course is designed to help individuals in the private and public sector to understand the costing process and how to determine costs. It also covers the management of funds by means of budgets and the use of management accounting information to make informed and accountable decisions. Topics such as absorption, variable, job and process costing; traditional cost allocation versus activity-based costing; and cost-volume-profit relations; cost accountant, including target costing, constraint analysis, capital budgeting, the cost of quality, and even cost collection systems will be discussed.

**BUS232 – Enterprise Resource Planning**

The course aims to engage the student on enterprise resource planning. Student will do survey of the fundamental analytic tools, approaches, and techniques used to plan their resource to run enterprise. The material is taught from a managerial perspective, with an

emphasis on where and how specific tools can be used to improve the overall performances. Students will be exposed to contemporary approaches such as just-in-time, theory of constraints and the relationship of enterprise-level planning and control systems to the overall materials flow.

#### **BUS233– Management Information System**

The course aims to introduce students on management information system (MIS) of enterprise. MIS represent a collection of technologies, people, and processes that manage the information and communication resources of an organization. Student will used computer science to develop knowledge on finance, marketing, and management and simulate them on developing company strategies.

#### **BUS234 – Digital Marketing**

This course addresses how to design and implement marketing on digital. It would also emphasize on how launching a new product successfully and understand the potential way to use digital platform to market the product. This is a course that consists of only a few theory but mostly empirical experiences and “marketing truths”.

#### **BUS235 – Social Entrepreneurship**

In this course, students are expected to write a comprehensive business plan based on design thinking process. This course will facilitated student to explore their empathy and implement solutions to social, cultural, or environmental issues. Students will also introduce to social entrepreneurship ecosystem, develop start-up and found investor to develop fund.

#### **PUN499 - Final Project**

The project will encourage students to conduct an independent research, under an intensive consultation with the university supervisor. Students will have to meet all the thesis criteria set by the university and the faculty.

### **1.6.3 School of Business Subjects**

#### **BUS2017- Mandarin 2**

This course integrates the four language skills: speaking, reading, listening, and writing, as well as such language elements as grammar, vocabulary and pronunciation at lower intermediate level. Students are given the opportunity to improve their language acquisition and language skills they acquired during their previous stage of learning.

#### **FOB101– Introduction to Business**

This course is looking at the drivers of corporate innovation, strategic shifts, and new markets; learn skills to identify market opportunities; and understand the tools, concepts, and frameworks used by companies currently pursuing sustainable business opportunities in regards to significant risks and opportunities for business (such as climate disruption, food security, health, poverty and inequality); exploring the implications of these for their organization; considering organisational responses to these issues; engaging with the

concerns and expectations of stakeholders; identifying and testing opportunities to take action within their own sphere of influence; connect environmental protection to organizational management by exploring the technical, financial, managerial, and political challenges of effectively managing a sustainable environment and economy and the trends and science driving growing demand for clean technology and lifecycle product designs.

### **Bus205– Business Finance**

This course presents the underlying framework and concepts of Financial Accounting in the context of how accounting fits into the overall business environment of contemporary society. Financial accounting is the basic means of recording and reporting financial information in a business. Students will learn how accounting functions as an information development and communication system that supports economic decision making and provides value to entities and society. Students will discover the uses and limitations of financial statements and related information and apply analytical tools in making both business and financial decisions. Topics examined include those related to corporate financial position, operating results, cash flows, and financial strength. Students will study the basic accounting system and will be shown how the various accounting alternatives for recording financial transactions impact on the usefulness of the information provided for decision-making. During coverage of relevant topics reference will be made to recent lapses in ethical reporting and the resulting impact on the financial markets and society.

### **Bus206 - Financial Institution & Market**

The student examines the general nature of financial management, the American financial system, taxes, and the major financial decisions of corporations. Specific attention is given to present value and capital budgeting; risk and asset pricing; financial analysis and forecasting; financial decisions and market efficiency; and capital structure. Problem-solving methodology is used to illustrate the theories and tools in financial decision making.

### **FOB 104 - Business Statistics (+Lab)**

This course is designed to provide the non- science/ mathematics/ engineering/ business student an intense foundation introduction to the fundamental concepts in Mathematics Statistics is the science that deals with the collection, description, analysis, interpretation, and presentation of data. Present estimation and hypothesis testing, correlation and regression analysis and ANOVA, and their applications to business problems. The use of statistical data analysis software is an integral part of this course

### **FOB 103 - Principles of Accounting I (+Lab)**

The primary objective of this course is to develop an introductory understanding of accounting information for use by management in planning and controlling operations. A framework for measuring managerial performance is developed through an analytical treatment of cost behavior under dynamic conditions by employing tools such as job costing, process costing, activity-based costing, variable costing, cost estimation, cost-volume-profit analysis, budgeting, standard costing, differential costing, and capital budgeting. The use of costs in decision-making contexts is emphasized.

**MGT101 - Human Capital Management**

The objective of the course is to teach the basic principles of strategic human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively. In addition to providing a basic legal and conceptual framework for managers, the course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

**MGT102 – Business Math and Decision Analysis**

This course covers the review of linear and non-linear functions and models (including cost, revenue, profit, demand and supply), solving linear and non-linear systems of equations, matrices, linear programming, difference equations and mathematics of finance (including simple and compound interest: discrete and continuous, annuities, mortgages, loans). Moreover it covers a range of problems and applications to managerial decision making using scientific and analytical methodology. Topics include an in-depth understanding of linear programming and sensitivity analysis and an introduction to decision analysis. Problem recognition, model building, model analysis and managerial implications are the primary objectives with special emphasis on understanding the concepts and computer implementation and interpretation.

**FOB 102- Business Economics**

This course focuses on understanding of economic theory and the relation of the economic environment to the microeconomic decisions of the firm through the factors of underlying the determination of cost and prices for the industry and the firm, demand and supply analysis and firm behavior and build up a set of skills in economic analysis using quantitative methods and helping build mathematical and statistical skills.

**BUS103 – Macroeconomics**

This course introduces economic analysis of aggregate employment, income, and prices.; aggregate supply and demand; economic measures, fluctuations, and growth; money and banking; stabilization techniques; and international trade; monetary and fiscal policies are discussed such as, the sub-prime crisis, social security, the public debt, and international economic issues are critically explored

**BUS204 - Market Research and Analysis**

The course covers analysis of market development and the role of segmentation, targeting and positioning. Students will an organized effort to gather information about target markets or customers. The techniques encompass both qualitative techniques such as focus groups, in-depth interviews, and ethnography, as well as quantitative techniques such as customer surveys, and analysis of secondary data. In this course, the idea of positioning further by using tools (attribute-value mapping) to help position the brand appropriately given the competitive landscape. Building consumer decision-making concepts and do primary research to understand how consumers make their decisions in a specific product category and what motivates them to choose/consume in this category.

### **MGT315 - Marketing Management**

This course addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. It starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets and developing marketing strategy and implementation program for an offering that satisfies consumers' needs better than the competition.

### **BUS309 - Ethics and CSR**

This course will emphasize on the relationship between business and society; identifying stakeholders and issues; the theoretical basis of business ethics; business ethics in management and leadership; the concept of corporate social responsibility; corporate social responsibility in practice; regulating business; ownership and governance of the corporation; environmental and business responsibilities; globalization and business responsibilities; and ethics, responsibilities, and strategy for students become more effective decision makers by examining the meaning and role of ethics in the business environment, and the social responsibility of business organizations.

### **MGT208 - Productions and Operations Management (+Lab)**

The basic purpose of this course is to provide students with a broad understanding and knowledge of several operations management concepts. Such concepts include operation strategy, product and process design, location and layout decisions, inventory management, scheduling, maintenance, project management and quality management.

### **Bus101 - Business Law and Regulations**

This course is an introduction to Indonesia's legal system and the legal principles that govern business relations in Indonesia. The course examines the basic legal principles pertaining to contracts, torts, agency, employment, negotiable instruments, debt collection, business ownership, and consumer protection. Students will be able to recognize the political, social, ethical, and global context underlying the rules of contract law and other business law, distinct between Indonesia and other legal systems and legal rules outside Indonesia. Students will be able to demonstrate good business analytical and communication skills through collaborative oral and writing assignments.

### **Bus 102 - International Business**

This course is an introduction to the environment and challenges of doing business abroad. Topics include country-market differences, trade and investment patterns, the international financial environment, issues in business-government relations and strategies for international business.

### **MGT313 - Strategic Management**

The Strategic Management course is an integrative one designed to provide students the opportunity to develop skills in identifying, analyzing, and solving problems through a variety of assignments which represent the real business world. The course is designed to help students to; understand the concept of strategy and strategic management process. Acquaint students with basic concepts and principles of strategic management, develop and prepare organizational strategies that will be effective for the current dynamic environment and likewise to impart the strategic management conceptual framework which will increase students' skills and knowledge in identifying and describing organizations' strategic posture and direction.

### **FOB305 - Research Methodology in Business**

The general objective of this course is to introduce students to methods of research. The specific objectives are: (i) to ensure that students acquire some practical research skills; (ii) to help students understand the principles of research; and (iii) to enable students to link the research process with theories of their specialist areas. The areas that will be covered includes, introduction to the scientific method, research process, ethics in research, research design, measurement, sampling, data collection, analysis, interpretation and report writing.

## **4.6.4 Business Administration Study Program Concentration**

### ***A. Retail Business***

#### **BUS263 – Retail Operation Strategy**

Students will examine a variety of systems relevant to the retail environment through case studies and online discussions. Other topics will include teamwork, employee motivation, retail metrics, and meeting consumers' needs through service quality management and leading in Retail Service Organization

#### **BUS383 – Retail Marketing Strategy**

This course is designed to provide an overview of the marketing responsibilities of individuals employed in the retail industry. This course is based on the business and marketing core that includes communication skills, operations, distribution, marketing-information management, pricing, product/service management, promotion and selling

#### **BUS261– Principles of Retailing**

This course cover introduction to the retailing environment and its relationship to consumer demographics, trends, and traditional/nontraditional retailing markets. Student will understand the employment of retailing techniques and the factors that influence modern retailing as well as the impact of various trends upon the retail institutions.

#### **BUS263 – Principles of Retail Buying**

Students will examine the role of the buyer, the procurement process; exploring the buying circle, learning how to connect and manage key processes and considering the role of computerized spreadsheets, and merchandise management with mathematical formulas

and concepts. An exploration of in-store design, layout, and display options using space planning software will also be covered.

#### **BUS264 – Practices of Retail Buying**

Students will take up all the study regarding buying process and implement it in concept of their own store which is at the size of a supermarket by preparing the inventory management, layout planning, space planning and will be presented among the expert panels.

#### **BUS384 –Retail Logistics**

Students will take up all the study regarding retail operations in logistics. The course design to let student organist process of managing the flow of merchandise from the source of supply to the customer. The goal is student have knowledge to manage large *retailers* deal in a wide variety of products.

### **B. Digital Business**

#### **BUS281– Managing Digital Convergence**

The course aims to introduce students to how various narrative forms as well as brands are currently increasingly conceptualized and produced across multiple media platforms. It will assess the major cultural, social and political changes that have occurred as a result of increased media convergence. The course analyses how this major technically-driven cultural shift is impacting and fundamentally transforming audience participation, interaction and consumption of mediatized content.

#### **BUS282– Social Media and Interactive Management**

This course teaches students to use social media strategically to create value for a client or organization. An emphasis is placed on strategic collaboration, tactical execution, and measurement of social media efforts. Students will learn by doing in assignments focusing on social media post writing and publishing, management and measurement tools, a social media audit, an editorial calendar, asocial media strategy and tactical plan, and crisis management.

#### **BUS394–Ubiquitous (mobile) Management**

In this course the student will learn about the third and fourth cycles of user interface design: prototyping and user evaluation. Students will be lead through a set of exercises to determine appropriate design alternatives. Students will also go through various exercises to determine bench mark tasks. They will also learn some quantitative and qualitative techniques for user evaluation. Finally they will be exposed to data analyses techniques.

#### **BUS395–Value Innovation of IT**

In this course, students will develop knowledge on how to navigate the barriers to creating, developing, and sustain innovative new businesses and programs within established IT companies or organizations. The material focusing on maturing technologies and aging

product portfolios, which are requiring established companies to create, develop, and sustain innovative new initiatives.

### **BUS396–Data Science for Business Intelligence**

This unit introduces students to the tools and techniques of data analytics with application to business intelligence. Students will be introduced to the main tools of data analytics, both descriptive and predictive. Case studies will provide the links to intelligence that businesses, in the broadest sense of the term, can use. The unit is designed to be of interest to students in a range of disciplines including health, education, sport and management. This unit is co-taught with unit Data Analytics and Business Intelligence.

### **BUS396–Valuation of IT Media Business**

This is a course on IT media business valuation. The emphasis will be on valuation problems in the context of the firm (e.g., capital budgeting, acquisitions, firm valuation, equity valuation). This course is dynamic, hence, the tentative nature of this syllabus. Lecturer will explore different topics more or less deeply as seen fit. Lecturer also encourage the discussion of current events, again subject to relevance and time constraints.

## ***C. Wealth Planning***

### **BUS267 - Tax Planning**

This course would cover the knowledge requirements of Indonesian Tax System, specifically related to Direct Taxes and personal taxation. The tax treatment of the types of income such as agricultural, business, salary and the attendant exemptions and benefits need to be discerned. The emphasis is on tax efficiency of transactions at all stages, viz. structuring of emoluments, saving taxes within permissible limits as suited to long-term goals, investing, spending, gifting and transferring wealth. The knowledge of various business forms and related tax strategies is also covered.

### **BUS266 – Investment Planning**

This course would cover the critical knowledge of different asset classes and interplay amongst them, the products constituting such classes and their investment risk profile to enable the management of a client's finances towards achieving various financial goals. The development of vital understanding of the basic risk profile of the client so as to astutely recommend appropriate asset allocation is a crucial area requiring mastery. Another aspect that needs sharp skills is the measurement of investment risk and returns, their analysis in portfolio evaluation and alignment to suit the financial goals. The awareness and knowledge of the regulatory environment of investment products and services is an essential domain

### **BUS385 – Estate Planning**

The Estate planning course is emphasized not as a late stage requirement but a necessary succession arrangement always in place for all assets – fixed, physical and financial. The discerning knowledge of tax laws and succession laws and their compliance procedures is a rigid requirement of this course.

**BUS268– Retirement Planning and Employee Benefits**

This course would cover the knowledge of basic strategies towards achievement of objectives of a client of his/her post-retirement financial and other needs and ways to systematically build the required corpus. The knowledge and skills of exploring and constructing various retirement solutions such as income flow from a purchased annuity and/or a fixed asset as well as of retirement products available or devised/customized would be tested. For clients who are employees of an organization – government, quasi-government or private, the superannuation benefits eligible and their assimilation in retirement strategy would be required. The emphasis would also be on the process of wealth creation and its protection and liquidity aspects in the approaching years to retirement and in the post-retirement period.

**BUS265 – Risk Management and Insurance Planning**

This course would cover the knowledge requirements relating to insurance needs and risk assessment of clients. It introduces students to various concepts and regulatory environment of insurance in Indonesia. The evolution process requires advice on decisions in selecting various types of insurance related to personal finance for clients. This includes protection against exposures to risks of mortality, health, disability, property, liability, and long-term care risk.

**BUS386– Wealth Planning Simulation**

This course will discuss the state of the actual topics in the wealth planning area, and aimed to provide a deeper analysis on various issues which can incorporate several courses at the same time. The students will have the prerogative in managing this seminar on bi-weekly basis, and are encouraged to invite guest speakers” form both inside and outside the university.

***D. Hospitality and Tourism Business*****BUS274 – Culinary and FB Service Management**

This course will make the students to have the competence to effectively employ appropriate, advanced cooking methods and techniques relative to a wide range of food commodities to meet and exceed the expectations of the target market, and additionally to give effect to national and international food and health trends in developing and preparing menus and recipes for competition work and/or special events. Understand the development and application of principles involved in the preparation and presentation of food and beverage products within the F&B environment; explain how food and beverage managers develop menus, labor standards, forecast food and beverage sales, prepare work schedules; understand and demonstrate the acceptable levels of service and quality within the F&B environment; Identify legal restrictions and liability issues affecting the service of alcoholic beverages.

**BUS275 – Hotel and Resort Management**

This course gives an overview how to examines hotel and resort management issues emphasizing general management, service, financial aspects, sales, forecasting, rate efficiencies, labor management and guest relations.

**BUS276 – Leisure, Sport, and Recreation Management**

This course focus on planning techniques in regard to citizen surveys, leisure and recreation needs analysis, leisure and recreation activity selection, and leisure and recreation program design, promotion, and evaluation; Introduces the sport and recreation management professions in governmental, voluntary, private, public, and commercial settings, outlines development of sport, recreation and the evolution of the mega-leisure industry. Basic knowledge and understanding of promotions and public relations in both amateur and professional sport; special emphasis is placed on building and maintaining an effective promotional campaign in the sport and leisure industry, which includes strategies for sponsorships, ticket sales, social media, and community relations

**BUS277 - MICE Management**

This course gives students an overview of the MICE (Meetings, Incentive, Conventions and Events/Exhibitions) sector of the tourism industry where they will understand the managerial and operational aspects pertaining to MICE industry and acquire an in-depth knowledge about the specialized field of "MICE industry" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a MICE context.

**BUS389 – International & Domestic Tour and Travel Management**

This course aims to equip the students with skills and knowledge on how to plan, package and price international or domestic tourism products based on client requirements and number of participants in a particular tour program.

**BUS391 – Research on Hospitality and Tourism Business**

Students are expected to prepare a research on trends and the future trends of hospitality and tourism business.

**E. Family Business****BUS269- Family Business Management**

Family Businesses dominate businesses in Indonesia as well as in other countries, This subject will help the students to understand the roles of family businesses in the economy, its unique characteristics, its potentials, problems and challenges. It will introduce the students to understand the importance of balancing among management, ownership and family relationships which are necessary to reach the highest performance. This subject will help the students to prepare themselves to work in family-owned business as well as to start and manage family business.

### **BUS271 – Family Business Administration**

This course will look deeper on the practical side of family business practices through case studies. Students will be taken to look how every size of family business administers their businesses from micro, small, medium and large size. Students are also will closely examine how they launch their business as well as financing it.

### **BUS272– Trans generational Leadership**

The roles of Leader in family business could balancing the family and business. The leadership required in the beginning, managing existing and developing family businesses .There are different kinds of leadership approach which may be implemented and practiced along the development of every family business. Family businesses which have been established and developed will contribute significantly to the economy and society as well as the family members. At the end, most of successful family businesses will have to be sustained and may be continued by the next generation. The facts there are differences between generations and family contexts may require different kinds of leadership approach to be effective. A combination approach of introducing guiding, challenging, delegating, questioning, confirming will be a part of the coaching process.

### **BUS273 – Innovation in Small Family Business**

The course aims to enhance students' understanding of the characteristics, contributions, and issues surrounding the management and growth of small firms and family businesses. Topics include small firm and family business characteristics and significance, developing a business plan, choice of organizational structure and implications, financing start-up and growth, principles of sound financial management, managing ownership/ management/business transitions, role of advisors such as accountants, role of government policy, emerging issues in small firm and family business research.

### **BUS387 - Family Business Dynamics and Succession**

This course is aimed at why family business is different from non-family businesses and its impact on the succession process. It outlines the family activities and desired outcomes during the management and ownership succession processes. Family communication (family business meetings, family council meetings, family business rules), getting started, addressing the management succession issues, grooming the management successors, performance reviews, and compensation for family members are addressed in this section; Taking the lead, getting started, family communication, addressing the ownership succession issues, grooming the successors, managing minority shareholder expectations, family governance, Board of advisers, and shareholder agreement issues are also addressed.

### **BUS388 – Research on Family Business**

Students are expected to prepare a research on trends and the future trends of hospitality and tourism business.

## 1.7 Faculty and Staff Profiles

### 4.7.1 Full-time Lecturers



Suresh Kumar, S.T., M.Si.

✉ [sureshkumar@president.ac.id](mailto:sureshkumar@president.ac.id)

Education:

S1, Engineering, Universitas Trisakti

S2, Management, USU, Medan

S3, Management, UNPAD, Bandung  
(Doctor Candidate)

Expertise/Competence:

- Production and Operation Mgt.
- Quantitative Method
- Retail Business



ABM Witono, MSBA, Ph.D.

✉ [abmwitono@president.ac.id](mailto:abmwitono@president.ac.id)

Education:

Ph.D. in Commerce, University of Santo Tomas

Master of Science in Business Administration,  
St.Louis University

Expertise/Competence:

- Introduction to Business and Management
- Leadership



Farida Komalasari, Ir., M.Si.

✉ [farida\\_k@president.ac.id](mailto:farida_k@president.ac.id)

Education:

S1, Agribusiness, IPB, Bogor

S2, Economics, UI, Jakarta

S3, Economics, UNPAD, Bandung

Expertise/Competence:

- Economics
- Finance and Banking Entrepreneurship



Andreas Yumarma, Ph.D.

✉ [andreasyumarma@president.ac.id](mailto:andreasyumarma@president.ac.id)

Education:

S1, Philosophy and Theology, Sanata Dharma Univ., Yogyakarta

S2, Philosophy, Gregoriana Univ., Rome, Italy

S3, Philosophy, Gregoriana Univ., Rome, Italy

Expertise/Competence:

- Citizenship and State Philosophy
- Philosophy



Vincentius Winarto, MBM, Ph.D.

✉ [winartov@president.ac.id](mailto:winartov@president.ac.id)

Education:

S1, Engineering, ITB, Bandung

S2, Business Management, Asian Inst. Of Management, Philippine

S3, Entrepreneurship, Cranfield Institute of Technology, UK

Expertise/Competence:

Entrepreneurship



Anggraeni Permatasari, S.Sos, MSM.

✉ [anggraeni@president.ac.id](mailto:anggraeni@president.ac.id)

Education:

S1, Public Administration, Universitas Soedirman, Purwokerto

S2, Business Management, SBM-ITB, Bandung

Expertise/Competence:

Entrepreneurship



Fransiska Wiratikusuma, MTCSOL

✉ [fransiskawiratikusuma@president.ac.id](mailto:fransiskawiratikusuma@president.ac.id)

Education:

S2, Teaching Chinese as Foreign Language,  
Xiamen University, Xiamen-Fujian China

Expertise/Competence:

Mandarin



Ihsan Hadiansah, S.E., B.IBM., M.S.M.

✉ [hadiansah@president.ac.id](mailto:hadiansah@president.ac.id)

Education:

S1, Management, Jenderal Soedirman University &  
International Business Management, UUM

S2, Master of Science in Management, SBM – ITB

Expertise/Competence:

- International Business
- Marketing and Service Marketing



Kunthi Afrilinda K., B.A., M.B.A.

✉ [kunthi.kusumawardani@president.ac.id](mailto:kunthi.kusumawardani@president.ac.id)

Education:

S1, Int'l. Relations, PresUniv

S2, International Business, Cardiff Metropolitan Univ., London

Expertise/Competence:

- International Business and NGO
- Marketing



Adhi Setyo Santoso, S.T., MBA. (in IT & Media)

✉ [adhi.setyo@president.ac.id](mailto:adhi.setyo@president.ac.id)

Education

S1, Telecommunication Engineering, Institut Teknologi Bandung

S2, Master of Business Administration (in IT & Media), KAIST

S3, Strategic Management, Universitas Indonesia (Doctor Candidate)

Expertise/Competence:

Management Information System, Digital Business, Strategic Entrepreneurship



Dr. Muana Nanga, SE., MS.

✉ [muanananga@president.ac.id](mailto:muanananga@president.ac.id)

Education:

S1, Economics, Universitas Kristen Satya Wacana

S2, Universitas Gajah Mada

S3, Institut Pertanian Bogor

Expertise/Competence:

- Macroeconomics
- Development Economics



Dr. Retnowati, M.Si.

✉ [retnowati@president.ac.id](mailto:retnowati@president.ac.id)

Education:

S2, Magister Sociology, Universitas Gajah Mada

S3, Social Anthropology, Universitas Indonesia

Expertise/Competence:

- Organization Culture
- Human Resources
- Behaviour Organization
- Leadership

#### 4.7.2 Part-time Lecturers

|   |                              |                     |               |
|---|------------------------------|---------------------|---------------|
| 1 | Elkana Timothy Yoe, ST.,M.M. | mr.elkana@gmail.com | 0815 1647 707 |
|---|------------------------------|---------------------|---------------|



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