

PERTEMUAN	POKOK BAHASAN, SUB POKOK BAHASAN
1	Understanding Marketing Management
	1. Defining Marketing for the 21st Century
	2. Developing Marketing Strategies and Plans
2	Capturing Marketing Insights
	1. Collecting Information and Forecasting Demand
	2. Conducting Marketing Research
3	Connecting with Customers
	1. Creating Long-term loyalty Relationships
	2. Analyzing Consumers Markets
4	Connecting with Customers
	1. Analyzing Business Markets
	2. Identifying market segments and Targets
5	Building Strong Brands
	Creafting Brand Equity
6	Crafting the Brand Positioning
7	Competitive Dynamics
8	MIDDLE EXAM
9	Setting Product Strategy
	Designing and Managing Service
	Developing Pricing Strategies and Programs
10	Designing and Managing Integrated Marketing Channels
	Managing Retailing, Wholesaling, and Logistics
11	Designing and Managing Integrated Marketing Communications
12	Managing mass communications: Advertising, Sales Promotions
	Events and Experiences and public relations
13	Managing personal; communications: Direct and Interactive Marketing
	Word of Mouth and Personal Selling
14	Introducing new market offerings
	Tapping into Global Markets
15	Managing a Holistic Marketing Organization for the long Run
16	FINAL EXAM (UJIAN AKHIR SEMESTER)

Textbook

Marketing Management, 14 Edition, 2012, Global Edition, Pearson

Philip Kotler; Kevin Lane Keller

Reference

Principles of Marketing, 14 Edition, 2012; Pearson

Philip Kotler; Gary Amstrong

MATERI FILSAFAT ILMU MANAJEMEN

PERTEMUAN	POKOK BAHASAN, SUB POKOK BAHASAN
1	Sejarah perkembangan Ilmu Pengetahuan Objek Studi filsafat dan Ilmu pengetahuan
2	Filsafat, Ilmu dan Filsafat Ilmu
3	Landasan Penelaahan Ilmu; Ontologi, Ontologi (hakekat realita)
4	Epistemologi (cara memperoleh pengetahuan secara prosedural dan absah/benar)
5	Aksiologi (hakekat kegunaan ilmu dan teknologi)
6	Teori Kebenaran Ilmu Pengetahuan Logika dan Metode Berpikir Ilmiah
7	Sejarah pemikiran Ekonomi Teori-teori ekonomi modern
8	MIDDLE EXAM
9	Early Management Thought A Prologue to the past
10	Management Before Industrialization The Industrial Revolution: Problems and Perspective
11	The Scientific Management Era The Advent of Scientific Management
12	The Social Person Era The Hawthorne Studies People and Organizations
13	The Modern Era Management: Theory and Practice
14	Organizational Behavior and Theory
15	Tokoh-tokoh filsuf barat yang menginspirasi dunia bisnis
16	FINAL EXAM (UJIAN AKHIR SEMESTER)

Textbook

The History of Management Thought, Fifth Edition 2005
Daniel A. Wren

References

Filsafat Ilmu, Ontologi, Epistemologi, Aksiologi dan Logika Ilmu
Pengetahuan, 2011
Mohammad Adib

Sang Maestro Teori-Teori Ekonomi Modern, 2009
Mark Skousen

The Greatest Philosophers, 100 tokoh filsuf barat dari abad 6 SM
- Abad 21 yang menginspirasi dunia bisnis, 2010
Kumara Ari Yuana

MATERI MANAJEMEN OPERASI

PERTEMUAN	POKOK BAHASAN, SUB POKOK BAHASAN
1	Using Operations to Compete
	Decision Making Models
2	Managing Effective Projects
3	Developing a Process Strategy
4	Analyzing Processes
5	Managing Quality
6	Planning Capacity
7	Managing Process Constraints
8	MIDDLE EXAM
9	Designing Lean Systems
10	Designing Effective Supply Chains
11	Locating Facilities
12	Integrating the Supply Chain
13	Managing Sustainable Supply Chains
14	Forecasting Demand
15	Planning and Scheduling Operations
	Planning Sufficient Resources
16	FINAL EXAM (UJIAN AKHIR SEMESTER)

TEXTBOOKS

Lee J. Krajewski; Larry P. Ritzman; Manoj K. Malhotra. 2013. Operations Management; Processes and Supply Chains, Tenth Edition, Pearson

Reference

Jay Heizer, Barry Render (2012) , Manajemen Operasi, Edisi 9, Salemba Empat
William J. Stevenson; Sum Chee Chuong. 2014. Operation Management: An Asian Perspective 9th Edition; Penerbit Salemba Buku 1 & 2

MATERI**MANAJEMEN SUMBER DAYA MANUSIA**

PERTEMUAN	POKOK BAHASAN, SUB POKOK BAHASAN
1	INTRODUCTION The Human Resource Environment
2	Strategic Human Resource Management
3	The Legal Environment: Equal Employment Opportunity and Safety
4	The Analysis and Design of Work
5	Acquisition and preparation of Human Resources
	Human Resource Planning and Recruitment
6	Selection and Placement
7	Training
8	MIDDLE EXAM
9	Assesment and Development or HRM
	Performance Management
10	Employee Development
11	Employee Separation and Retention
12	Compentation of Human Resources
	1. Pay Structure Decision
	2. Recognizing Employee Contributions with pay
	3. Employee Benefits
13	Collective Bargaining and Labor Relation
14	Managing Human Resource Globally
15	Strategically Managing the HRM Functin
16	FINAL EXAM (UJIAN AKHIR SEMESTER)

Textbook

Raymond A. Noe, John R. Hollenbeck; Barry Gerhart; Patrick M. Wright Human Resource Management; Gaining A Competitive Advantage 2010 seventh Edition; McGraw - Hill International Edition

Reference

Armstrong, Michael. 2009, *Armstrong's Handbook of Human Resource Management Practice*, Eleventh edition published ISBN 978 0 7494 5242 1

Mathis, Robert L. and Jackson, John H. 2010, *Human Resource Management*, Thirteenth Edition South-Western Cengage Learning 5191 Natorp Boulevard Mason, OH 45040 USA

Collings, David G and Wood, Geoffrey. 2009, *Human Resource Management, A Critical Approach* Routledge Taylor & Francis Group; London & New York

Dessler, Gary. 2011. *Human Resource Management*, Twelfth Edition, Pearson Education Limited

MATERI

MANAJEMEN KEUANGAN

PERTEMUAN		POKOK BAHASAN, SUB POKOK BAHASAN	
1	Fundamental Concepts of Corporate Finance		
	a.	An overview of financial management and the Financial Environment	
	b.	Financial Statements, Cash flow and Taxes	
	c.	Analysis of Financial Statements	
2	Fixed Income Securities		
	a.	Time Value of Money	
	b.	Bonds, Bond Valuation and Interest Rates	
3	Stock and Options		
	a.	Risk, Return, and the capital Asset Pricing Model	
	b.	Stocks, Stock Valuation and Stock Market Equilibrium	
	c.	Financial Option and Aplication in Corporate Finace	
4	Projects and Their Valuation		
	a.	The Cost of Capital	
	b.	The Basics of Capital Budgeting: Evaluation Cash Flow	
	c.	Cash Flow Estimation and Risk	
5	Corporate Valuation and Governance		
	a.	Financial Planning and Forecasting Financial Statements	
6	Corporate Valuation and Governance		
	b.	Corporate Valuation Value-Based Management and Corporate Governance	
7	Cash distributions and Capital Structure		
	a.	Distributions to shareholders: Dividens and Repurchases	
	b.	Capital Structure Decisions	
8	MIDDLE EXAM		

9	Managing Global Operations	
	a.	Working Capital Management
	b.	Multinational Financial Management
10	Tactical Finacing Decisions	
	a.	Leasing Financing
	b.	Hybrid Financing : Preferred Stock, Warrants and Convertibles
11	Tactical Finacing Decisions	
	c.	Initial Public Offerings, Investment Banking, and Financial Restructuring
12	a	Mergers, LBOs, Divestitures, and Holding Companies
13	a	Derivatives and Risk Management
14	a.	Portfolio Theory, Asset Procong Models, and Behavioral Finance
	b.	Real Option
15	a	Analysis of Capital Structure Theory
16	FINAL EXAM (UJIAN AKHIR SEMESTER)	

Textbook

Annie Koh, Ser-Keng Ang, Eugene F Brigham, Michael C. Ehrhardt, 2014. Financial Management: Theory and Practice, An Asia Edition; Cengage Learning

Hirt, Block, Danielsen. 2011. Corporate Finance Foundations. Global Edition, McGraw Hill.

reference

J. Fred Weston & Thomas E. Copeland, (2010), Manajemen Keuangan, Edisi Revisi, jilid 1&2

Arthur J. Keown, John D. Martin; J. William Petty & David F. Scott, Jr Manajemen Keuangan, Prinsip dan Penerapan Jilid 1&2, Indeks

Mahmudi, Manajemen Keuangan Daerah, 2010, erlangga

Abdul Halim, Manajemen Keuangan Sektor Publik, Problematika penerimaan dan pengeluaran Pemerintah; Penerbit Salemba