

**Kurikulum Program Studi Magister Manajemen
Undiknas Graduate School
Tahun 2017/2018**

NO	KODE	MATA KULIAH	SKS
	PRA-MM		
1	PM 1	Human Resources Management	0
2	PM 2	Marketing Management	0
3	PM 3	Operations Management	0
4	PM 4	Financial Management	0
5	PM 5	Accounting Basics	
5	PM 6	Journal Information and Reference Practicum	0
	ALAT ANALISIS (AAM)		
1	AAM 1	Business Research Methods	3
2	AAM 3	Statistic for Research	2
	WAJIB KEAHLIAN (WKM)		
1	WKM 1	Human Capital Management	3
2	WKM 3	Marketing Management	3
3	WKM 9	Managerial Finance	3
4	WKM 7	Strategic Management	3
5	WKM 10	Operations Management	3
	WAJIB PENUNJANG (WPM)		
1	WPM 2	Management Information Systems	3
2	WPM 8	Business Economics	2
3	WPM 6	International Business	3
4	WPM 5	General Business Environment:	2
	WPM 5.1	Business in Digital Era	
	WPM 5.2	Human Research in Cerebral Industrial	
	WPM 5.3	Analysis of Foreign Trade Sector	
	WPM 5.4	Challenges of Bali Tourism	
	WPM 5.5	Social-Cultural Environment Changing	
	WPM 5.6	Managing People in the Multinational Business	
	WPM 5.7	Multifinance Business	
	WPM 5.8	Political Issues Regarding Business	
	WPM 5.9	Turn Around Strategic in Business Strategis	
	WPM 5.10	Innovation Exein in Deploping	
	WPM 5.11	Strategi Financial Management to Deploping Business	
	WPM 5.12	Corporate Social Resposibility	
	WPM 5.13	Empowerment of Macro Economics Data for Business	
	WPM 5.14	Economics Tourism Analysis	
	WPM 5.15	Fiscal and Monetary Policy	
	WPM 5.16	The Role of Mass Media Decision Making	
	WPM 5.17	Using BPS Data for Managerial Decision Making	
	WPM 5.18	How to Running Business Well	
	WPM 5.19	Financial Markets in the Global Economy	
	WPM 5.20	Story Telling: Essential Communication Device for People's Connector A Story of an insurance Broker	

KONSENTRASI (KM)			
Konsentrasi Human Resource Management			
1	KM 1.1	Corporate Culture	2
2	KM 1.2	Designing Competency Model and Performance Evaluation	2
3	KM 1.3	Productivity And Health Management	2
4	KM 1.4	Leadership and Team Management	2
5	KM 1.5	Managing the Learning Organisation	2
6	KM 1.6	Talent Management and Development	2
7	KM 1.7	Compensation Management	2
8	KM 1.8	Organisational Training and Development	2
Konsentrasi Marketing Management			
1	KM 2.1	Consumer Behaviour and Marketing Strategy	2
2	KM 2.2	Customer Satisfaction Management	2
3	KM 2.3	Digital Marketing	2
4	KM 2.4	Entrepreneurial Marketing	2
5	KM 2.5	Multinational Marketing	2
6	KM 2.6	Managing Customer Value	2
7	KM 2.7	Strategic Brand Management	2
8	KM 2.8	Advanced Marketing Analytics	2
Konsentrasi Financial and Investment Management			
1	KM 3.1	Financial Statement Analysis	2
2	KM 3.2	Capital Market and Banking	2
3	KM 3.3	Financial Technology (Fin-Tech)	2
4	KM 3.4	Entrepreneurial Finance	2
5	KM 3.5	Insurance and Risk Management	2
6	KM 3.6	Multi Finance and Venture Capital	2
7	KM 3.7	Corporate Valuation	2
8	KM 3.8	Private Banking and Wealth Management	2
Konsentrasi Strategic Management			
1	KM 4.1	Strategic Leadership and Corporate Governance	2
2	KM 4.2	Advanced Competitive Strategy	2
3	KM 4.3	Entrepreneurship and Business Plan	2
4	KM 4.4	Value Chain Management	2
5	KM 4.5	Advanced Strategic Management	2
6	KM 4.6	Stakeholder Management	2
7	KM 4.7	Strategy and Management Control	2
8	KM 4.8	Financial Dimensions of Strategic Decisions	2
Konsentrasi Digital Business			
1	KM 5.1	Electronic Commerce	2
2	KM 5.2	Entrepreneurship in Cyberspace	2
3	KM 5.3	Finance of Electronic Business	2
4	KM 5.4	Electronic Business Fundamentals	2
5	KM 5.5	Electronic Marketing	2
6	KM 5.6	Information System Strategy Formulation	2
7	KM 5.7	Electronic Business Strategies and Solutions	2
8	KM 5.8	Electronic Business Information Systems	2

	Konsentrasi Health and Hospital Management		
1	KM 6.1	Medical Services Management	2
2	KM 6.2	Business and Hospital Entrepreneurship	2
3	KM 6.3	Hospital Issues	2
4	KM 6.4	Healthcare Legal and Ethics	2
5	KM 6.5	Healthcare Quality and Risk Management	2
6	KM 6.6	Healthcare Marketing and Public Relations	2
7	KM 6.7	Hospital Accounting and Finance	2
8	KM 6.8	Strategic Management in Healthcare	
	Tesis		
1	TM1	Usulan Penelitian	2
1	TM2	Tesis	4
JUMLAH			44

Pembagian Mata Kuliah pada Tiap Semester

Smt	Kode MK	Nama Mata Kuliah	Bobot sks
1	WKM1	<i>Human Capital Management</i>	3
1	WKM3	<i>Marketing Management</i>	3
1	WKM4	<i>Operations Management</i>	3
1	WPM2	<i>Management Information System</i>	3
2	AAM1	<i>Business Research Methods</i>	3
2	WKM7	<i>Strategic Management</i>	3
2	WKM2	<i>Managerial Finance</i>	3
2	WPM3	<i>Business Economics</i>	2
2	AAM3	<i>Statistics for Research</i>	2
3	WPM6	<i>International Business</i>	3
3	KM	<i>Concentration Subject 1</i>	2
3	KM	<i>Concentration Subject 2</i>	2
3	TM1	<i>Research Proposal for Thesis</i>	2
3	WPM5	<i>General Business Environment (GBE)</i>	2
4	KM	Concentration Subject 3	2
4	KM	Concentration Subject 4	2
4	TM2	Thesis	4
TOTAL SKS			44