

Universitas Pendidikan Nasional (Undiknas University)
Faculty of Economics and Business
Jalan Bedugul No. 39, Sidakarya, Denpasar Selatan, Bali
Phone. +62 361 723868
Website. www.undiknas.ac.id
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BACHELOR OF BUSINESS MANAGEMENT CURRICULUM

SEMESTER 1

NO	CODE	SUBJECT	CREDITS	PRE-REQUISITE SUBJECT	Note
1.	181303	Introduction to Bussiness and Management	5	-	
2.	181112	Pancasila-State Ideology Education	5	-	
3.	181305	Introduction to Accounting 1	5	-	
4.	181201	Mathematics for Business	5	-	
5.	181115	English 1	5	-	
6.	181111	Religion	5	-	
7.	181301	Microeconomics	5	-	
8.	181114	Indonesian Language	5	-	
TOTAL			40		

SEMESTER 2

NO	CODE	SUBJECT	CREDITS	PRE-REQUISITE SUBJECT	Note
1.	181311	English for Management	5	English	
2.	181404	Marketing Management	5	Introduction to Business and Management	
3.	181113	Citizenship Education	5		
4.	181401	Financial Management	5	Introduction to Business and Management	
5.	181402	Human Resources Management	5	Introduction to Business and Management	
6.	181403	Operation Management	5	Introduction to Business and Management	

7.	181116	Basic Social Science	5	-	
8.	181117	French	5	-	
		Cross Culture Understanding	5		
TOTAL			45		

SEMESTER 3

NO	CODE	SUBJECT	CREDITS	PRE-REQUISITE SUBJECT
1.	181316	Business Ethics	5	
2.	181314	Business Communication	5	
3.	181203	Statistics for Business	5	Mathematics for Business
4.	181315	Business Environment	5	Introduction to Business and Management
5.	181313	Investment Management and Portfolio	5	Financial Management
6.	181417	Financial Technology	5	Financial Management
7.	181303	Macroeconomics	5	Microeconomics
8.	181413	Management Information System	5	<ul style="list-style-type: none"> - Marketing management - Financial management - Human resource management - Operation Management
TOTAL			40	

SEMESTER 4

NO	CODE	SUBJECT	CREDITS	PRE-REQUISITE SUBJECT
1.	181416	Leadership	5	Business Communication, Business Environment,
2.	181312	Business Law	5	
3.	181405	Strategic Management	5	Business Environment
4.	181410	Organizational Behavior	5	Human Resource Management

5.	181406	Integrated Risk Management	5	Business Environment Business Ethics
6.	181502	Digital Business	5	Management Information System,
7.	181306	Economics Theory	5	Macroeconomics
8.	181501	Anti-Corruption Education	5	-
9.	181411	Taxation	5	
TOTAL			45	

SEMESTER 5

NO	CODE	SUBJECT	CREDITS	PRE-REQUISITE SUBJECT	Note
1.	181308	International Business	5	- Business environment	-
2.	181407	Cost Management	5	- Introduction to Accounting - Financial Management	-
3.	181204	Business Research Methodology	5	Statistics for Business	
4.	181408	Cross Cultural Understanding	5		
5.	181412	Supply Chain Management	5	Operation Management	
6.	181310	Managerial Economics	5		
7.	181503	Entrepreneurship	5	Digital Business	
8.	181418	Corporate Valuation	5	1. Financial Management 2. Integrated Risk Management	
TOTAL			40		

SEMESTER 6

NO	CODE	SUBJECT	CREDITS	PRE-REQUISITE SUBJECT	Note
1.	181409	Budgeting	5	Cost management	
2.	181307	Cooperative Economics	5	Economics Theory	
3.	181309	Tourism and Leisure Management	5	International business	
4.	181415	Sustainable Business	5	1. Business Environment 2. Entrepreneurship 3. Supply Chain Management	
5.	181414	Business Plan	5	1. Budgeting 2. Entrepreneurship 3. Strategic Management	
6.	181508	Community Service	5	Minimum 70 Credits	
TOTAL			30		

SEMESTER 7

Competencies : (strategic and Problem Solving Skill) Students are expected to be able to run a sustainable business and formulate a strategy to achieve business goals through effective and efficient problem solving

NO	CODE	SUBJECT	CREDITS	PRE-REQUISITE SUBJECT	Note
1.	181504	Intrenship	5	1. Community Servie 2. Minimum 80 Credits	
2.	181202	Research Proposal	5	Concentration : Core (Seminar) *	
TOTAL			10		

SEMESTER 8

Competencies : (Final Project) Students are expected to be able to write a paper based on the skills/competencies mastered

NO	CODE	SUBJECT	CREDITS	PRE-REQUISITE SUBJECT	Note
	181758	Under Graduate Thesis	5	- Research Proposal - Community Service - Internship	

(*) concentration : Core . students must choose this subject in concentration area

SEMESTER 1



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Syllabus

Name of Course: Introduction To Business And Management

Course code: 181303

Credit value: 5

Semester and Year offered: semester 1/ year 1

Lecturer: Ida Ayu Iswari Pidada, SST.Par,M.M

1. Description

This unit introduce students to theory, concepts and practices related to research methods for management students

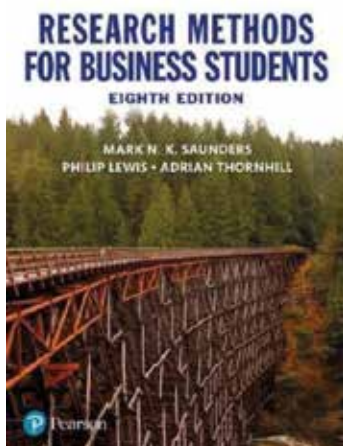
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain the nature of business, management and accounting research, (2) formulate and clarify the research topic, (3) critically reviewing the literature, (4) understand research philosophies and approaches, (5) formulate the research design, (6) understand how to negotiate access and research ethics, (7) apply proper strategies in selecting samples, (8) use secondary data, (9) collect primary data through observation, (10) collect primary data using interviews, (11) collect primary data using questionnaires, (12) analyse quantitative data, (13) analyse qualitative data, and (14) write and present project report

3. References

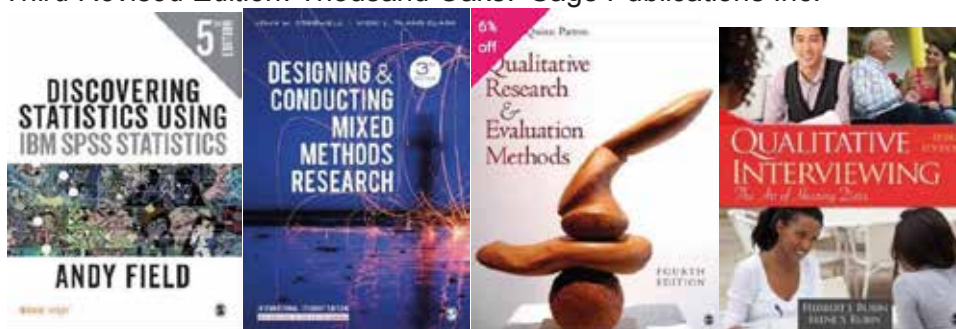
Compulsory:

Saunders, M.N.K, Lewis, P., and Thornhill, A. 2019. *Research Methods for Business Students*. Eight Edition. England: Pearson Education Ltd.



Recommended/Additional Reading

1. Field, Andy. 2018. *Discovering Statistics Using IBM SPSS Statistics. Fifth Revised Edition*. London: Sage Publications Ltd.
2. Alreck, Pamel L and Settle, Robert B. 2004. *The Survey Research Handbook. Third Edition*. New York: McGraw-Hill Irwin.
3. Cresswell, J.W and Clark, V.L.P. 2018. *Designing and Conducting Mixed Methods Research. Third Revised Edition*. Thousand Oaks: Sage Publications Inc.
4. Patton, M.Q. 2015. *Qualitative Research and Evaluation Methods. Fourth Revised Edition*. Thousand Oaks: Sage Publications Inc.
5. Rubin, H.J. and Rubin, I.S. 2011. *Qualitative Interviewing: The Art of Hearing Data. Third Revised Edition*. Thousand Oaks: Sage Publications Inc.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The nature of business, management and accounting research
2	Formulating and clarifying the research topic
3	Critically reviewing the literature
4	Understanding research philosophies and approaches
5	Formulating the research design
6	Negotiating access and research ethics
7	Selecting samples
8	Mid-term Test
9	Using secondary data
10	Collecting primary data through observation
11	Collecting primary data using semi-structured, in-depth and group interviews
12	Collecting primary data using questionnaires
13	Analysing quantitative data
14	Analysing qualitative data
15	Writing and presenting your project report
16	Final-term Test



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Syllabus

Name of Course: STATE-IDEOLOGY

Course code: 181112

Credit value: 5

Semester and Year offered: semester 1/ year 1

Lecturer: Nuning Indah Pratiwi, S.Sos., M.I.Kom

1. Description

This unit introduce students to theory, concepts and philosophy related to state ideology of Indonesia

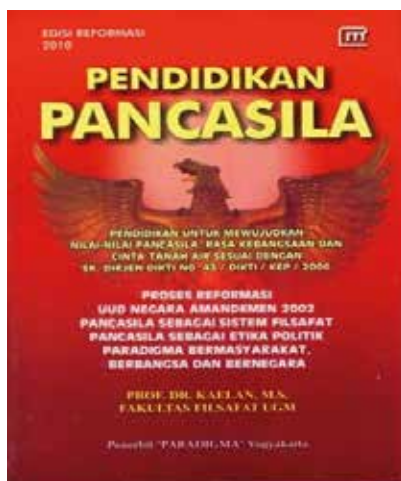
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain according to state ideology such as the philosophy, Ideology, right and obligation, (2) implementation to the value of Indonesia's constitution, (3) critically reviewing the literature, (4) understand the value of human rights and approaches, (5) understand of State of Law and the aspects, (6) understand how to solve the problem according to case study.

3. References

Compulsory:

Kaelan, M.S. 2010. Pendidikan Pancasila. Penerbit: Paradigma, Yogyakarta.



Recommended/Additional Reading

Kementerian Riset, Teknologi dan Pendidikan Tinggi Republik Indonesia Direktorat Jenderal Pembelajaran dan Kemahasiswaan. 2016. Pendidikan Pancasila untuk Perguruan Tinggi. Penerbit: Kemenristek DIKTI Jakarta.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Understanding Pancasila and its scope
2	Foundation and Objectives of Pancasila Education
3	Pancasila in the context of the history and struggle of the nation
4	Pancasila in the context of constitutionality
5	National consensus on the basis of the country
6	Pancasila in the system of Indonesian political ideology
7	Pancasila in the philosophical system
8	Mid-term Test
9	Pancasila as a national development paradigm

10	Pancasila, Democracy, and the system of state administration
11	Events, and political terms in political history
12	Quiz
13	Polemic; interpretation of the Pancasila
14	Cases that tarnished the existence of Pancasila
15	Pancasila as a national identity
16	Final-term Test



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Syllabus

Name of Course: INTRODUCTION TO ACCOUNTING I

Course code: 181305

Credit value: 5

Semester and Year offered: Semester 1/ Year 1

Lecturer: **Komang Sri Widiantari, SE.,MSi**

1. Description

The course is designed to give students a thorough background in the basic accounting procedures used to operate a business. The accounting procedures presented will also serve as a sound background for employment in office jobs and preparation for studying business courses in college. Students will become acquainted with the principles of double entry bookkeeping including the preparation of financial statements for sole proprietorship, partnership and corporate businesses.

2. Expected Learning Outcomes

This course deals mainly with accounting cycle, recording process, accounting for merchandising, financial statement analysis, job order cost accounting, process cost accounting, cost-volume-profit relationship, budgetary planning, and performance evaluation. After completing this course, the students are expected to be able to understand how to use and interpret accounting information.

3. References

Weygandt, Jerry J.; D.E. Kieso and P.D. Kimmel. 2005. Accounting Principles, 7th Edition, John Wiley and Sons, Inc.

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Session	Topic	Chapter
1	Accounting: An Overview and Analysis	Chapter 1
2&3 &4	The Recording Process	Chapter 2
5&6	Adjusting the Accounts	Chapter 3
7	Completion of the Accounting Cycle	Chapter 4
8	MID-TERM EXAM	
9	Completion of the Accounting Cycle	Chapter 4
10&11	Accounting for Merchandising Operations	Chapter 5
12&13	Inventor	Chapter 6
14&15	Financial Statement Analysis	Chapter 7
16	FINAL EXAM	



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Syllabus

Name of Course: Mathematics for Business

Course code: 181201

Credit value: 5

Semester and Year offered: semester 1/ year 1

Lecturer: Ir. Agus Putu Abiyasa Ph.D., IPM

1. Description

Economic Mathematics is a subject, which used to simplify and analyze economics and business problems.

2. Expected Learning Outcomes

At the end of the course, students will be able to understand the mathematics analysis tools to solve many problems regarding economics, such as: demand/supply, Break Even Point, elasticity, and consumer and producer surplus.

3. References

Compulsory:

1. Alpha C. Chiang and Kevin Wainwright. Fundamental methods of mathematical economics

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction to Economic Mathematics: The Nature of Mathematical Economics
2	The Concept of Sets and Real-Number System
3	Relations and Functions
4	Equations of Straight Line
5	Linear Functions and Its Applications in Economy
6	Break Even Point
7	Consumptions and Saving Function

8	Mid-term Test
9	Differential
10	Differential and Gradients
11	Extreme Value
12	Differential Application in Economy
13	Integral
14	Integral Application in Economy
15	Quiz
16	Final-term Test



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Syllabus

Name of Course: English

Course code: 181115

Credit value: 5

Semester and Year offered: semester 1/ year 1

Lecturer: 1. Ida Nyoman Basmantra, S.Pd.,M.Pd.

1. Description

Students are expected to speak English well, namely in speaking, listening, reading and writing skills.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: 1) Able to understand the types of words (Parts of Speech).2) Able to understand sentences patterns.3) Able to understand active and passive sentences (Active & Passive Voice).4) Able to understand affixes: prefixes & suffixes (Prefixes & Suffixes).5) Able to understand Linking Words: Conjunctions and Connectors.6) Able to understand again the use of Tenses: Present, Past, and Future.7) Able to understand Singular & Plural.8) Able to understand Modifiers.9) Able to understand Gerund & Infinitive.10) Able to understand Past Custom.11) Able to understand Conditional Sentence.12) Able to compile a job application letter and CV in English.

Reference:

1. Lecturing Module
2. David Grant & Jane Hudson, 2019, Business Result: Pre-intermediate Student's Book, Oxford University Press.
3. Murphy, Raymond. 1987. English Grammar in Use. Cambridge University Press



3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	20 %
3.	Individual assignment	20 %
4.	Group assignment & presentation	15 %
5.	Active participation in discussion	35 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction
2	Parts of speech: Nouns, Pronouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions and Interjections
3	Sentence Pattern + Reading Comprehension
4	Active & Passive Voice + Reading Comprehension
5	Prefixes and Suffixes + Reading Comprehension
6	Linking Words: Conjunctions
7	Linking Words: Connectors
8	Mid Test
9	Review Tenses: Present, Past, and Future
10	Singular & Plural + There is/ are/ was/ were + Listening Monologue
11	Modifiers + Listening Monologue II
12	Gerund & Infinitives + Listening Conversation
13	Past Custom + Listening Conversation II
14	Conditional Sentence
15	Writing application letter and CV
16	Final-term test



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Syllabus

Name of Course: Religion

Course code: 181111

Credit value: 5

Semester and Year offered: semester 1/ year 1

Lecturer: Putu Ratna Juwita Sari.

1. Description

This unit introduce students to theory, concepts and practices related to religion in general and multi cultural.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain introduction of religion and culture, (2) explain norm and values, (3) understand religion in education persepectif, (4) religion as social interaction, (5) religion as spirit capitalism (6)Tolerance (7)Human and love, (8) Human and hope, (9) Tri Hita Karana

3. References

1. **Anand Krishna. 2010. *The Wisdom of Bali the Sacred Science of Creating Heaven on Earth*. Edited by Alicia McKee. Jakarta - Indonesia: Gramedia Pustaka Utama.**
2. **Widagdho Djoko.2017.Ilmue Budaya Dasar.Jakarta-Indonesia.Bumi Aksara**



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	15 %
2.	Individual assignment	15 %
3.	Group assignment	20 %
4.	Group works presentation	25 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction of religion and culture
2	Norm and values
3,4	Religion in education persepectif
5,6	Religion as social interaction
7	Review
8	Mid-term test
9	Religion as spirit capitalism
10	Tolerance
11	Human and Love
12	Human and Hope
13-15	Tri Hita Karana
16	Final Test



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Syllabus

Name of Course: Microeconomics
Course code: 181301
Credit value: 5
Semester and Year offered: semester 1/ year 1

Lecturer: IGA A A Apsari Anandari, M.S.E

1. Description

This unit provides a solid foundation for economic analysis and thinking that can last throughout economic students education and subsequent professional careers. For other students, it may provide a foundation for many years of study in economics, business, or related fields.

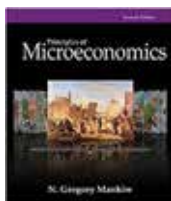
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to understand introductory microeconomic theory, solve basic microeconomic problems, and use these techniques to think about several policy questions relevant to the operation of the real economy.

3. References

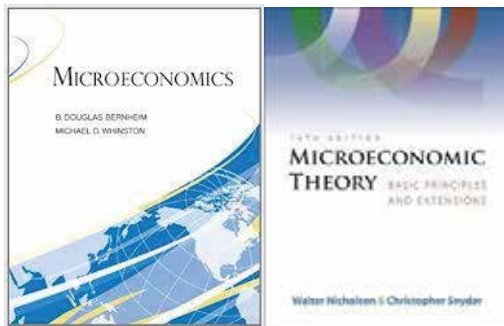
Compulsory:

Mankiw, N. G. (2018). Principles of microeconomics seventh edition. Boston, MA: Cengage Learning.



Recommended/Additional Reading

1. Bernheim, B. and Whinston, M. (2008). Microeconomics. Boston: McGraw-Hill Irwin.
2. Nicholson, W., & Snyder, C. (2008). Microeconomic theory: Basic principles and extensions. Mason, Ohio: Thomson/South-Western.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction: ten principles of economics
2	Introduction Thinking like an economist
3	Introduction: Interdependence and the gains from trade
4	The market forces of supply and demand: elasticity and its application
5	Supply, demand, and government policies
6	Consumers, producers, and the efficiency of markets
7	Externalities; public goods and common resources
8	Mid-term Test
9	The design of the tax system
10	The cost of production; firms in competitive market
11	Monopoly, monopolistic competition, oligopoly
12	The markets for the factors of production; earnings and discrimination
13	Income inequality and poverty
14	The theory of consumer choice
15	Frontiers of microeconomics
16	Final exam



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Syllabus

Name of Course: Indonesian Language

Course code: 18.11.14

Credit value: 5

Semester and Year offered: semester 1/ year 1

Lecturer: Kd. Devi Kalfika Anggria Wardani, S.Pd., M.Pd.

1. Description

This course will teach students the advanced skills and knowledge of Bahasa. Students will achieve fluency to use Bahasa properly and correctly, especially in the academic term, and also have a positive attitude towards Bahasa.

2. Expected Learning Outcomes

On successful completion of this course, students should be able to: (1) explain the history, function of Indonesian language, and positive attitude towards Bahasa, (2) understand basic structure of academic text, (3) write macro genre of academic text (summary), (4) write macro genre of academic text (book review), (5) write activity proposal, (6) write quotation and bibliography, (7) write activity report, (8) formulate and design research proposal, (9) write research report, (10) understand the important of scientific papers, (11) analyse characteristics of scientific papers, (12) write scientific papers, (13) edit scientific papers, (14) write formal and private letter for various purposes.

3. References

Compulsory:

Nurwardani, Paristiyanti, dkk. 2016. *Bahasa Indonesia untuk Perguruan Tinggi*. Direktorat Jenderal Pembelajaran dan Kemahasiswaan



Recommended/Additional Reading

- 1) Thomas, Louise M. and Anne B. Reinertsen.2019. *Academic Writing and Identity Constructions*. Switzerland: palgrave Macmillan
- 2) Aliotta, Marialuisa.2018. *Mastering Academic Writing in Science*. Florida: CRC
- 3) Alley, Michael. 2018. *The Craft of Scientific Writing*. USA: Springer
- 4) Karim, Faisal dan Tirta N.Mursitama. 2015. *Mahir Menulis Akademik*. Depok: Linea Pustaka
- 5) Keraf, Gorys.2001. *Komposisi*. Jakarta:PT Gramedia
- 6) Tim Pengembang Bahasa Indonesia. 2016. *Pedoman Umum Ejaan Bahasa Indonesia*. Badan Pengembangan dan Pembinaan Bahasa Indonesia



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	15 %
2.	Final-term Test	25 %
3.	Individual assignment	10 %
4.	Group assignment	10 %
5.	Active participation in discussion	10 %
6.	Practice	10 %
7.	Presence	10 %
8.	Personality	10 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Position and function of Indonesian language
2	Exploring academic text
3	Construct summary text

4	Construct book review text
5	Design and write activity proposal
6	Write quotation and bibliography
7	Design and write activity report
8	Formulate and design research proposal
9	Write research report
10	The important role of scientific papers
11	Characteristics of scientific papers
12	Write scientific papers
13	Mastering editing scientific papers
14	Formal and private letter

SEMESTER 2



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Syllabus

Name of Course: English For Management

Course code: 181311

Credit value: 5

Semester and Year offered: semester 2/ year 1

Lecturer: 1. Ida Nyoman Basmantra, S.Pd.,M.Pd.

1. Description

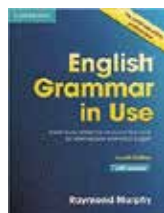
Students are expected to be able to speak English well, according to the field of Management.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: 1) understand the activities carried out by the company; explain about the company; and introduce yourself and others 2) Able to use English to mention telephone numbers and spell names; and pick up and receive phone calls. 3) Able to make or do letters in business. 4) Able to explain new products and their level of development; explain about product development; and make a report. 5) Able to explain the benefits and procedures of a job; recounting personal experiences; delegate work; and discuss the progress of a project / work 6) Able to explain service to consumers; make comparisons; respond to customer complaints; and ask and give opinions 7) Able to explain travel (travel); looking for information about travel (travel); and develop a conversation. 8) Able to place orders and shipments; explain about the future; make arrangements; and give and receive advice 9) Able to explain sales and advertising; venture capital; interrupt and avoid interruption; and lead the meeting. 10) Able to convey his idea; innovating in work; request clarification / clarification; and give an official presentation. 11) Able to design a company event; possibility that will occur; explain about food and drink; make and accept invitations 12) Able to explain appearance (performance); appearance that will or has been done; say estimates in large numbers; and describe the latest trends. 13) Able to explain about development and self-training; give advice; and provide understanding and provide solutions / solutions. 14) Able to tell about his ideals at work); and make presentations in person

Reference:

1. Lecturing Module
2. David Grant & Jane Hudson, 2019, Business Result: Pre-intermediate Student's Book, Oxford University Press.
3. Murphy, Raymond. 1987. English Grammar in Use. Cambridge University Press



3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	20 %
3.	Individual assignment	20 %
4.	Group assignment & presentation	15 %
5.	Active participation in discussion	35 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Module Topic
1	Socializing :Introducing yourself and others
2	Parts of speech: Nouns, Pronouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions and Interjections
3	Sentence Pattern + Reading Comprehension
4	Active & Passive Voice + Reading Comprehension
5	Prefixes and Suffixes + Reading Comprehension
6	Linking Words: Conjunctions
7	Linking Words: Connectors
8	Mid Test
9	Review Tenses: Present, Past, and Future
10	Singular & Plural + There is/ are/ was/ were + Listening Monologue
11	Modifiers + Listening Monologue II
12	Gerund & Infinitives + Listening Conversation
13	Past Custom + Listening Conversation II
14	Conditional Sentence
15	Writing application letter and CV
16	Final-term test



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Syllabus

Name of Course: Marketing Management

Course code: 181404

Credit value: 5

Semester and Year offered: semester 2/ year 1

Lecturer: Ni Made Dhian Rani Yulianti, S.E., M.M.

1. Description

This unit introduce students to theory, concepts and practices related to marketing management for management and accounting students.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) defining Marketing in 21 st Century, (2) developing Marketing Strategies and Plans, (3) gathering Informations and Scanning Environment, (4) Analyzing Consumers and Consumer Behavior, (5) Identifying Market segment, target and positioning, (6) defining marketing mix, and (7) write and present project report

3. References

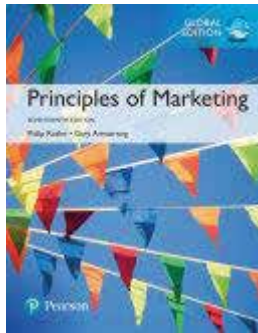
Compulsory:

Philip T. Kotler, Kevin Lane Keller. 2015. *Marketing Management*. Edition : 15. United Kingdom : Pearson Education Limited.



Recommended/Additional Reading

1. Philip Kotler and Kevin Lane Keller. 2013. *Framework for Marketing Management :Global Edition*. Fifth Edition. United Kingdom: Pearson Education Limited.
2. Philip T. Kotler and Gary Armstrong. 2017. *Principles of Marketing, Global Edition*. Edition 17. United Kingdom: Pearson Education Limited.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Defining Marketing in 21 st Century
2	Developing Marketing Strategies and Plans
3	Gathering Informations and Scanning Environment
4	Conducting Marketing research and Forecasting demand
5	Creating Costumer Value, Satisfaction and Loyalty
6	Analyzing Consumers and Consumer Behavior
7	Analyzing Business market and buying Behavior
8	Mid-term Test
9	Identifying Market segment, target and positioning
10	Dealing With Competition
11	Setting Produk Strategy, Designing and Managing Services
12	Building Strong Brand
13	Delivering Pricing Strategis
14	Place Strategy
15	Integrated Marketing Communication
16	Final-term Test



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Syllabus

Name of Course: Citizenship

Course code: 181113

Credit value: 5

Semester and Year offered: semester 2/ year 1

Lecturer: Nuning Indah Pratiwi, S.Sos., M.I.Kom

1. Description

This unit introduce students to theory, concepts and philosophy related to citizenship

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain according to citizenship such as the philosophy, Ideology, right and obligation for citizenship , (2) implementation to the value of Indonesia's constitution, (3) critically reviewing the literature, (4) understand the value of human rights and approaches, (5) understand of State of Law and the aspects, (6) understand how to solve the problem according to case study.

3. References

Compulsory:

Kaelan, M.S. 2016. Pendidikan Kewarganegaraan untuk Perguruan Tinggi. Penerbit: Paradigma, Yogyakarta.



Recommended/Additional Reading

1. Sudirwo, Daeng. 2012. Pendidikan Kewarganegaraan Pada Perguruan Tinggi. Penerbit: Dwitama Asrimedia Bandung.
2. Arif, Dikdik Baehaqi, 2015. Pendidikan Kewarganegaraan Pendidikan Politik dan Wawasan Kebangsaan di Perguruan Tinggi. Penerbit: Kaukaba Bentang Aksara Galang Wacana Yogyakarta.



3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction of citizenship
2	Pancasila as a state philosophy
3	Pancasila as a National Ideology
4	Nasional Identity
5	Right for citizenship
6	Obligation for citizenship
7	State and constitution
8	Mid-term Test
9	Democraton and Democracy Education
10	State of law and Human Rights
11	Quiz
12	Achipelago concept (Wasantara) as an Indonesia Geopolitics
13	Local Autonomy/Otonomi Daerah (OTDA)
14	National Resilance/Tanas as an Indonesia Geostrategy
15	History of struggle for Independence
16	Final-term Test



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Syllabus

Name of Course: FINANCIAL MANAGEMENT

Course code: 181401

Credit value: 5

Semester and Year offered: Semester 2/ Year 1

Lecturer: Komang Sri Widiyanti, SE.,MSi

1. Description

This course aims to provide students with the basic understanding of important aspects of financial management and critically evaluate financial information. Students are introduced to concepts and tools that enable them to think critically about the financial opportunities and challenges faced by an organization. The course thus lays the foundation in students for further study in finance and equip them adequately to undertake financial decisions

2. Expected Learning Outcomes

This course will deal with the basics of financial management, especially, introduction to financial management, financial statement analysis, ratio analysis, working capital management, cash management & marketable securities management, account receivable, inventory management, statement of sources and uses funds, break even point analysis, cost of capital. Through lectures, readings and case studies students learn fundamentals of financial management and the skills and their application in financial decision making.

3. References

1. Home. James C. Van dan John M. Machowicz. 2009. Fundamental of Financial Management. 13th Edition. United Kingdom: Pearson Education.
2. Brigham, Eugene Foster dan Joel F. Houston. 2009. Fundamentals of Financial Management. 12th Ed. Stamford: Cengage Learning.
3. Paramasivan, C. dan T. Subramanian. 2008. Financial Management. New Delhi: New Age International Publishers.

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Session	Topic	Chapter
1	Fundamentals of Financial Management	Modul 1 (Paramasivan)
2	Forms Of Business Organization	Modul 2
3	The Time Value of Money	Chapter 3 (Van Horne)
4	The Valuation of Long-Term Securities	Chapter 4 (Van Horne)
5	Risk & Return	Chapter 5 (Van Horne)
6	Financial Statement Analysis	Chapter 6 (Van Horne)
7	Funds Analysis, Cash Flow Analysis, & Financial Planning	Chapter 7 (Van Horne)
8	MID TERM EXAM	
9	Overview of Working Capital Management	Chapter 8 (Van Horne)
10	Cash & Marketable Securities Management	Chapter 9 (Van Horne)
11	Account Receivable & Inventory Management	Chapter 10 (Van Horne)
12	Short Term Financing	Chapter 11 (Van Horne)
13	Capital Budgeting & Estimates Cash Flow	Chapter 12 (Van Horne)
14	Capital Budgeting Techniques	Chapter 13 (Van Horne)
15	Required Returns & The Cost of Capital	Chapter 15 (Van Horne)
16	FINAL EXAM	



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Syllabus

Name of Course: Human Resource Management

Course code: 181402

Credit value: 5

Semester and Year offered: semester 2/ year 1

Lecturer: Putu Irma Yunita, S.E., M.Sc.

1. Description

Human Resource Management is a specialization within the field of Management that encompasses several functions including the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. The effective performance of these functions requires understanding and skill in employment law, planning, job analysis, recruitment, selection, orientation, training, employee development, performance appraisal, compensation, benefits, safety, and labor relations. Even if you do not enter into a career in Human Resources, you should understand the topics covered in this course since the job of the general manager is to supervise people as well as financial and material resources. Since managers report that they spend about half their time dealing with "people-related" issues, it is important that you are introduced to the major topics associated with managing people in the context of the global marketplace. Furthermore, this course will be useful no matter what career path you pursue since it addresses issues that will have an impact on you in the workplace.

2. Expected Learning Outcomes

This course is designed to help you to become a more effective manager (and employee) by building skills and raising awareness of critical human resource related issues. All material will be presented in the context of the current workforce

3. References

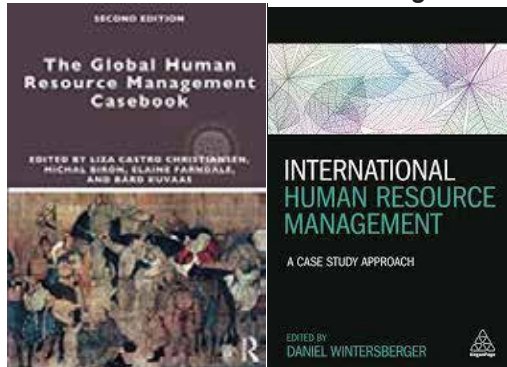
Compulsory:

Dessler, Garry. 2014. *Human Resource Management, Global Edition*. 14 Edition.
England: Pearson Education Limited



Recommended/Additional Reading

1. Wintersberger, Daniel. 2017. International Human Resource Management: A Case Study Approach. United States: Kogan Page Limited
2. Christiansen, C.L., Michal Biron, Elaine Farndale, Bard Kuvaas. 2017. *The Global Human Resource Management Case Book*. London: Routledge



3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction
2	Recruitment, Placement, And Talent Management
3	Recruitment, Placement, And Talent Management
4	Training And Development
5	Training And Development
6	Training And Development
7	Quiz
8	Mid-Term Test
9	Compensation
10	Compensation
11	Employee Relation
12	Employee Relation
13	Employee Relation
14	Employee Relation
15	Quiz
16	Final-Term Test



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Syllabus

Name of Course: Operation Management

Course code: 181403

Credit value: 5

Semester and Year offered: Semester 2/Year 1

Lecturer: I Gusti Ngurah Widya Hadi Saputra, S.M., M.SM

1. Description

This unit introduce students to theory, concepts and practices related to operation management for management students

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) understand and explain about the role of management operations in the business environment, (2) understand the concept of production and productivity. (3) understand the concept of planning goods and services and their application to make long-term and short-term business decisions, (4) understand the concept of forecasting, (5) understand the concept of operation strategy, (6) understand the concept and strategic role of location strategy, (7) understand the concept and strategic role of layout in operation process, (8) understand and explain about quality management (9) understand the strategic role of human resources on production process, (10) understand the concept of SCM and JIT, (11) understand the concept of inventory management, (12) understand the concept of MRP and ERP, (13) understand the concept of lean production (14) understand the concept of decision makin model, and (14) write and present project report

3. References

Compulsory:

Stevenson, William., J. 2017. *Operation Management. Thirteenth Edition*. New York: McGraw-Hill.



Recommended/Additional Reading

1. Oakland, John S. 2014. *Total Quality Management and Operational Excellence: Text with Cases. Fourth Edition*. New York: Routledge.



4. Method of Assessment

No.	Assessment	Marks
1.	Attendance	10 %
2.	Quiz	10 %
3.	Mid test	20 %
4.	Final test	20 %
5.	Individual assignment	10 %
6.	Group assignment	10 %
7.	Active participation in discussion	10 %
8.	Personality	10 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The nature of operation management
2	Production and productivity
3	Product and service design
4	Forecasting
5	Operation strategy
6	Location strategy
7	Layout
8	Mid-term Test
9	Quality management
10	Human resource in operation management
11	Supply chain management and just-in time
12	Inventory management
13	Material requirement planning & enterprise resource planning
14	Lean production
15	Decision making model
16	Final-term Test



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Syllabus

Name of Course: Basic Social Science

Course code: 181116

Credit value: 5

Semester and Year offered: semester 2/ year 1

Lecturer: Dewa Ayu Nyoman Ardi Utami, ST., MT.

1. Description

This course is a General Course of Study Program that given to Management program students at Universitas Pendidikan Nasional (Undiknas) Denpasar. In this course the basic concepts of the philosophy of science will be examined, the position, focus, scope, purpose and function. Next also discussed the characteristics of the philosophy of science as well as functional links between science, philosophy and religion. Furthermore, it is discussed about systematics, problems, diversity of approaches and paradigms (mindset) in the study and development of management science in the ontological, epistemological and axiological dimensions. Furthermore, it is examined the meaning, implications and implementation of the philosophy of science as a foundation in the framework of scientific development of management by using alternative research methodologies, both quantitative and qualitative approaches, as well as the combination of both.

2. Expected Learning Outcomes

Students are able to understand the problems discussed in the subject of Philosophy of Science and can apply the basic principles of this course in thinking and carrying out scientific activities. After attending this lecture, students are expected to have the ability:

1) Understanding the basic concepts of philosophy of science, position, focus, scope, goals and functions to be used as a basis for thinking, planning and developing science and education academically and professionally. 2) Able to understand the philosophy of science to develop themselves as scientists as well as educators with the use of alternative research methodologies, both quantitative and qualitative approaches and the combination of both in the concentration of the field of management studies. 3) Able to apply the philosophy of science as a basis for thinking, planning and developing scientific management that is imbued with the values of religious teachings and the noble values of the culture of Indonesian society that are beneficial to society, geese and countries.

3. References

1. Harry Hamersma. *Pintu Masuk Ke Dunia Filsafat*. Yogyakarta. Penerbit Kanisius. 2008.
2. Surajiyo. *Filsafat Ilmu & Perkembangannya di Indonesia*. Jakarta. Bumi Akasara. 2008.
3. A. Sonny Keraf dan Mikhael Dua, *Ilmu Pengetahuan Sebuah Tinjauan Filosofis*. Yogyakarta: Penerbit Kanisius. 2005.

4. Tim Dosen Filsafat Ilmu Fakultas Filsafat UGM. *Filsafat Ilmu*. Yogyakarta: Penerbit Liberty. 1996.
5. Jan Hendrik Rapar. *Pengantar Filsafat*. Yogyakarta: Penerbit Kanisius. 1996.
6. Irmayanti M. Budianto. *Realitas dan Objektivitas Refleksi Kritis Atas Cara Kerja Ilmiah*. Jakarta: Wedatama Widya Sastra. 2002. Hal 5 - 16
7. Hartono Kasmadi, dkk. Semarang: IKIP Semarang Press. 1990.
8. Cecep Sumarna. *Filsafat Ilmu dari Hakikat menuju Nilai*. Bandung: Pustaka Bani Quraisy. 2004.
9. J. Sudarminta. *Epistemologi Dasar Pengantar Filsafat Pengetahuan*. Yogyakarta: Penerbit Kanisius. 2002.
10. Berling. *Pengantar Filsafat*.
11. Mikhael Dua. *Filsafat Ekonomi Upaya Mencari Kesejahteraan Bersama*. Yogyakarta: Penerbit Kanisius. 2008.

4. Method of Assessment

No.	Assessment	Marks
1.	Quiz	10 %
2.	Individual Assignment	20 %
3.	Group Assignment	10 %
4.	Active Participation in Discussion	10 %
5.	Personality	10 %
6.	Practicum/Presentation	10 %
7.	Middle Test Exam	15 %
8.	Final Exam	15 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction to Philosophy
2	Systematics of Philosophy
3	Sources of Knowledge: Rationalism and Empiricism
4	Science and Daily Knowledge
5	Means of Scientific Thinking
6	Diversity of Knowledge and Grouping of Sciences
7	Philosophy of Science (Epistemology)
8	Middle Test Exam
9	Knowledge and Science
10	Methodology of Science
11	Discovery of Truth
12	Responsibilities of Scientists
13	Scientific Truth
14	Economic Pphilosophy
15	Review
16	Final Exam



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Syllabus

Name of Course: French

Course code: 181117

Credit value: 5

Semester and Year offered: semester 2/ year 1

Lecturer: Aditya Primayoga, S.S.,MMTHRL

1. Description

This unit introduce students to speak French well, namely in speaking, listening, reading and writing skills.

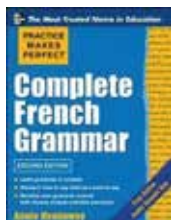
2. Expected Learning Outcomes

This course aims to improve French language skills in general (General French), through emphasis on 4 skills, namely listening, speaking, reading and writing (listening, speaking, reading and writing). To support the relevance of student competencies, these activities are emphasized in the economic and business domains. In this lecture, students are expected to have French language skills both active and passive.

3. References

Compulsory:

Heminway Annie. 2011. *Complete French Grammar*. USA: Mc Graw Hill.



Recommended/Additional Reading

1. Denyer Monique, Garmendia A, Royer C, Olivieri M-L-L. 2001. Version Originale 1. *Methode de Francais. Livre de e'leve*. France: Masion des langues.
2. Girardet, J. Gibbe C. 2008. *Echo Livre De l'eleve. Fifth Revised Edition*. London: Sage Publications Ltd.
3. Girardet, J. Gibbe C. 2008. *Echo Portfolio. Fifth Revised Edition*. London: Sage Publications Ltd.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction
2	The Present tense of regular –er verb
3	The present tense of –ir and –re verbs
4	To be and to have
5	Devoir and its many facets
6	Pronominal verbs
7	The passé compose
8	Mid-term Test
9	The imparfait
10	The futur simple and the future anterieur
11	The plus-que-parfai
12	The present conditional and the past conditional
13	Could, should, would
14	Indirect speech
15	The imperative mood
16	Final-term Test



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Syllabus

Name of Course: Cross Culture Understanding

Course code: 1812202

Credit value: 5

Semester and Year offered: semester 1/ year 1

Lecturer: 1. Luh Putu Mahyuni, Ph.D., CA., CSRA.
2. Ida Nyoman Basmantra, S.Pd.,M.Pd.

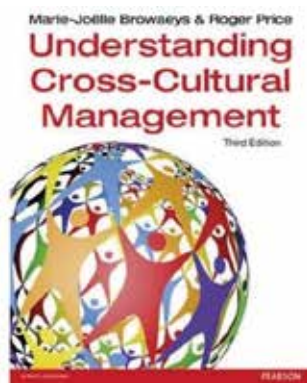
1. Description

This unit introduce students to theory, concepts and practices related to understanding cross-cultural management

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain cultural dimensions in the business context, (2) identify culture dilemmas when making decisions, (3) understand a model of culture based on cultural value orientations, (4) understand corporate structures, leadership and strategy, (5) explain cultural change in organisations, (6) explain how culture is implemented in international marketing management, (7) understand cultural diversity in organisations, business communication across cultures, barriers to intercultural communication, (8) understand the methods of negotiating internationally and working with international teams, (9) understand how to manage conflicts, cultural differences and develop intercultural communicative competence.

3. Reference: Marie-Joelle Browaeys & Roger Price. 2015. *Understanding Cross-cultural Management*. Third Edition. UK: Pearson Education Ltd.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	20 %
3.	Individual assignment	20 %
4.	Group assignment & presentation	15 %
5.	Active participation in discussion	35 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Cultural dimensions in the business context <ul style="list-style-type: none">✓ Determinants of culture✓ Dimensions of culture: Hofstede and GLOBE
2	Culture dilemmas when making decisions <ul style="list-style-type: none">✓ Business cultures in the Western world✓ Business cultures in Asia, Africa and the Middle East✓ Cultural dimensions and dilemmas
3	A model of culture based on cultural value orientations Culture and styles of management
4	Case study discussion: The Alizee case
5	Culture - corporate structures, leadership and strategy
6	Cultural change in organisations
7	Culture and international marketing management
8	Mid-term test
9	Cultural diversity in organisations
10	Case study discussion: Making cultural profiles of brands
11	Business communication across cultures
12	Barriers to intercultural communication
13	✓ Negotiating internationally ✓ Working with international teams
14	✓ Conflicts and cultural differences ✓ Developing intercultural communicative competence
15	Case study: Creating chemistry
16	Final-term test

SEMESTER 3



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Syllabus

Name of Course: Business Ethic

Course code: 181316

Credit value: 5

Semester and Year offered: semester 3/years 2

Lecturer: Ida Nyoman Basmantra, S.Pd.,M.Pd

1. Description

This unit introduce students to theory, concepts and practices related to the principles of business ethics to assess the appropriateness of actions in business practice.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) Understand Ethics concepts and definitions, (2) Understand general description of business, (3) understand ethical and business relevance, (4) understand implementation of ethics in business, (5) understand utilitarianism ethics, (6) understand production and marketing ethics, (7) understand environmental ethics, (8) understand work discrimination ethics (9) understand organization and individuals,

References

1. Velasquez, Manuel G, 2005, Etika Bisnis; Konsep dan Kasus, Edisi 5, Yogyakarta: Penerbit Andi
2. Sutrisna Dewi, 2011, Etika Bisnis: Konsep Dasar Implementasi & Kasus, Cetakan Pertama, Denpasar, Udayana University Press.
3. Rindjin, I Ketut, 2004, Etika Bisnis dan Implementasinya, Jakarta: PT Gramedia Pustaka Utama.
4. Sonny Keraf, 1998, Etika Bisnis; Tuntutan dan Relevansinya, Jakarta: Kanisius.
5. Heru Satyanugraha, 2003, Etika Bisnis, Prinsip dan Aplikasi, Jakarta: LPFR

3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	15 %
2.	Individual assignment	15 %
3.	Group assignment	20 %
4.	Group works presentation	25 %
5.	Active participation in discussion	25 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Topic
1	Introduction
2	General description of business
3	Ethical and business relevance
4,5	Implementation of ethics in business
6.	Utilitarianism ethics
7.	Review
8.	MID TERM EXAM
9.	Production and marketing ethics
10,11	Environmental ethics
12,13	Work discrimination ethics
14,15	Organization and individuals
16.	FINAL EXAM



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Syllabus

Name of Course: Business Communication

Course code: 181314

Credit value: 5

Semester and Year offered: semester 3/ year 2

Lecturer: 1. Ida Nyoman Basmantra, S.Pd.,M.Pd.

1. Description

This unit introduce students to theory, concepts and best practices related to understanding business communication. Business communication is a course that studies how the process of exchanging messages is carried out effectively and efficiently to achieve business goals. On successful completion of this unit, it will provide a theoretical basis for business communication with various best-practice applications for companies both at home and abroad so that students get an in-depth understanding of the concepts and applications of business communication. The ultimate goal of this course is that students are expected to not only understand the concepts of business communication but also be able to apply it to daily practices.

2. Expected Learning Outcomes

a. The objectives related to improving cognitive abilities are so that students:

1. Students understand and can apply the theories and basic principles of business communication.
2. Students understand and apply the understanding, characteristics, functions and channels, and communication ethics in business.
3. Students understand and can apply the importance of cross-cultural communication and cultural differences and face language barriers as well as facing ethnocentric risks.
4. Students understand and can apply technology in business communication, written communication, oral communication and the influence of technology.
5. Students understand and apply the process of composing business messages, determining the purpose of business messages, analyzing audience determination, determining the main idea, and selecting channels and communication media.
6. Students understand and can apply organizing business messages, formulating business messages, controlling style and tone and developing logical paragraphs.
7. Students can understand and apply to edit messages, rewrite messages, and produce messages and print messages.
8. Students can understand and apply meaning, the role of correspondence in business, and the parties involved, the functions of letters, classification, letter sections and forms of letters.
9. Students can understand and apply the writing of business correspondence.
10. Students can understand and apply resume writing, job application writing and tips for applicants.
11. Students understand and can apply the importance of interviews,

interview preparation, how to identify jobs and companies and follow up on interviews. 12. Students understand and can apply the meaning, usability, types of business reports and proposals, organizing brief reports. 13. Students understand and apply the making of news releases. 14. Students understand and can apply how to talk and listen. 15. Students understand and can apply communication in small groups and meetings. 16. Students understand and can apply planning, formatting presentations and using Visual Aid.

b. Objectives related to personality development (soft skills) such as:

1) Development of time management skills 2) Development of writing skills 3) Development of public speaking skills 4) Development of group collaboration skills 5) Development of self-confidence 6) Development of problem solving skills.

3. **Reference:** Djoko Purwanto, Dan B. Curtis, JamesJ.Floyd, Sutrisna Dewi, Courtland L Bovee dan John V Thill, Sri Astuti Pratminingsih.

4. Method of Assessment

a. Learning Methods

The learning process will use student-centered learning where students must actively participate in the acquisition of knowledge. The first session will be filled with active lecturing which will discuss concepts according to the topics in the syllabus. At the seventh and tenth meetings, teaching methods Collaborative Learning (CL) will be used, and supporters will use Google classroom.

b. Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	20 %
3.	Individual assignment	20 %
4.	Group assignment & presentation	15 %
5.	Active participation in discussion	35 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Fundamentals of Communication
2	Communication in Business
3	Cross Cultural Communication
4	Communication Technology
5	Organizing Business Messages
6	Revised Business Message
7	Business correspondence
8	Business correspondence

9	Writing Resumes and Job Applications
10	Job interview “how to sell yourself”
11	Making Reports and Proposals in Business
12	Making News Release
13	Communication in Business Negotiation
14	Speaking and listening in Business Meeting
15	Small Group Communication and Discussion
16	Project Presentation



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Syllabus

Name of Course: Statistics for Business

Course code: 181203

Credit value: 5

Semester and Year offered: semester 3/ year 2

Lecturer: Ir. Agus Putu Abiyasa Ph.D., IPM

1. Description

Statistics is a subject, which used to analysis data that helps describe, show or summarize data in a meaningful way such that, for example, patterns might emerge from the data.

2. Expected Learning Outcomes

At the end of the course, students will be able to present the data in a more meaningful way, which allows simpler interpretation of the data

3. References

Compulsory:

1. Zealure C Holcomb. 2017. Fundamentals of descriptive statistics. Routledge: London
2. Mercedes Orus Lacort. 2014. Descriptive and Inferential Statistics - Summaries of theory and Exercises solved. lulu.com

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction to Descriptive Statistics
2	Frequency Distribution
3	Relative and Cumulative Frequency Distribution
4	Central Tendency
5	Measures of Central Tendency
6	Quartile, Decil, and Percentile

7	Exercises and Quiz
8	Mid-term Test
9	Statistical Dispersion
10	Time Series Analysis
11	Time Series Analysis: Trend
12	Introduction to Index Number
13	Index Number: Measurement
14	Index Number: Moving The Base Year
15	Quiz
16	Final-term Test



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Syllabus

Name of Course: Business Environment

Course code: 181315

Credit value: 5

Semester and Year offered: Semester 3/Year 2

Lecturer: I Gusti Ngurah Widya Hadi Saputra, S.M., M.SM

1. Description

This unit introduce students to theory, concepts and practices related to business environment for management students

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1)) explain and understand about the nature of business environment, (2) understand about the influence of the demographic environment in a business organization, (3) understand the role of the marketing, production, HR and management environment in business organizations, (4) understand the role of financial, R & D, information systems and culture in business organizations, (5) understand and describe the character of a country's economic environment and its influence on business organizations, (6) understand and describe about the influence of the social environment in a business organization, (7) understand and describe the influence of the cultural environment in a business organization, (8) understand and describe the character of a country's political environment and its impact on business organizations, (9) understand and describe about the influence of the technological environment in a business organization, (10) understand about the context of resources in business organizations, (11) understand and describe the environmental characteristics of a state government and its effect on business organizations, (12) understand and explain about business ethics and responsibilities, (13) explain and understand about the global exchange environment, (14) explain and understand the global financial environment.

3. References

Compulsory:

Jones, Elizabeth and Sloman, John. 2017. *Essenstial Economics for Business. Fifth Edition*. UK: Pearson.

Recommended/Additional Reading

1. Otter, Dorron and Wetherly, Paul. 2011. *The Business Environment : Themes and Issues. Second Edition*. New York: Oxford University Press Inc.

2. Britton, Chris and Worthington, Ian. 2015. *The Business Environment. Seventh Edition*. UK: Pearson Education Limited.



4. Method of Assessment

No.	Assessment	Marks
1.	Attendance	10 %
2.	Quiz	10 %
3.	Mid test	20 %
4.	Final test	20 %
5.	Individual assignment	10 %
6.	Group assignment	10 %
7.	Active participation in discussion	10 %
8.	Personality	10 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The nature of business environment
2	Demographic environment
3	Marketing, production, HR and management environment
4	Financial, R & D, information systems and culture
5	The character of a country's economic environment and its influence
6	The influence of the social environment in a business organization
7	The influence of the cultural environment in a business organization
8	Mid-term Test
9	The character of a country's political environment and its impact
10	The influence of the technological environment
11	Resources in business organizations
12	The environmental characteristics of a state government and its effect
13	Business ethics and responsibilities
14	The global exchange environment
15	Global financial environment
16	Final-term Test



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Syllabus

Name of Course: International Business

Course code: 181308

Credit value: 5

Semester and Year offered: semester 5/ year 3

Lecturer: I Made Sindhu Yoga, S.E.,M.B.A.

1. Description

This unit introduce students to theory, concepts and philosophy related to international business

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: 1) provide an overview Introduction of International business, 2) Understand Globalization of Markets, 3) Internationalization of The firm, 4) The cultural environment of International business, 5) overview of Ethic, CSR, Sustainability, and Governance in International Business, 6) Theory of International Trade and Investment, 7) Understand Political And Legal System in National Environment, 8) Government invention and Regional Economic Integration

3. References

Compulsory:

Cavugsil S Tamer. Knight Gary. Riesenberger J. 2017. England: Pearson

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction of International business
2	Globalization of Markets
3	Internationalization of The firm
4	The cultural environment of International business

5,6	Ethic, CSR,Sustainability, and Governance in International Business
7	Review
8	Mid Test
9,10	Theory of International Trade and Investment
11,12	Political And Legal System in National Environment
13,14	Government invention and Regional Economic Integration
15	Understanding Emerging market
16	Review
16	Final exam



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Syllabus

Name of Course: Financial Technology

Course code: 181417

Credit value: 5

Semester and Year offered: semester 3/ year 2

Lecturer: Agus Fredy Maradona, Ph.D

1. Description

This unit introduce students to theory, concepts and practices related to financial technology

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: 1) understanding of financial technology, 2) understanding of the essence of financial technology, 3) Obtain an understanding of fintech in Indonesia, 4) Obtain an understanding of the fintech category in Indonesia according to Bank Indonesia, 5) Obtain an understanding of fintech development, 6) an understanding of fintech solutions. 7) understanding of money, 8) Obtaining Understanding on payments (payments), 9) an understanding of the payment system, 10) Understanding on loans and crowdfunding, 11) Understanding of new markets and social impacts, 12) Understanding of the Fintech's Future

3. References

Compulsory:

Chishti Susanne, Barberis Janos. 2016 The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries.

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction

2	Financial Technology
3	Essence of financial technology
4	Fintech in Indonesia
5	Fintech category in Indonesia according to Bank Indonesia
6	Fintech development
7	Fintech solutions
8	Mid-term Test
9	Money understanding
10	Payments
11	Payment system
12	Loans and crowdfunding
13	New markets and social impacts
14	Fintech's Future
15	Review
16	Final-term Test



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Syllabus

Name of Course: **Macroeconomics**

Course code: **12205**

Credit value: **5**

Semester and Year offered: **semester 5/ year 3**

Lecturer: **Luh Putu Mahyuni, Ph.D., CA., CSRA.**

1. Description

This unit introduce students to an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation. Monetary and fiscal policies are discussed. Important policy debates such as, the sub-prime crisis, social security, the public debt, and international economic issues are critically explored

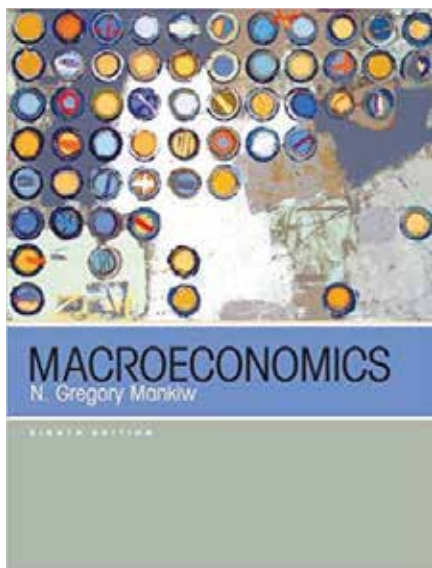
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to understand introductory macroeconomic theory, solve basic macroeconomic problems, and use these techniques to think about several policy questions relevant to the operation of the real economy in greater scale.

3. References

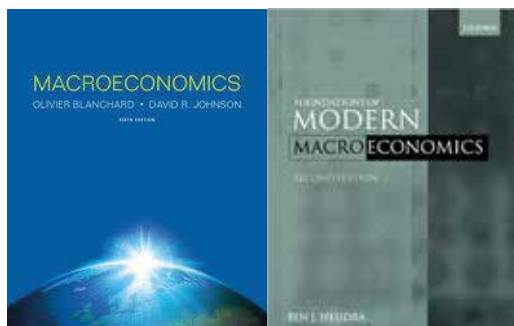
Compulsory:

Mankiw, N. Gregory. (2013). *Macroeconomics*. Eighth edition. New York, NY: Worth.



Recommended/Additional Reading

1. Blanchard, O., Melino, A., & Johnson, D. R. (2003). *Macroeconomics*. Toronto: Prentice Hall.
2. Heijdra, B. J. (2017). *Foundations of Modern Macroeconomics*. (3 ed.) Oxford University Press.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The Science of Macroeconomics
2	The data of macroeconomics
3	National income
4	The monetary system
5	Inflation: Its causes, effects, and social cost
6	The Open Economy
7	Unemployment
8	Mid-term Test
9	Economic growth I: Capital accumulation
10	Economic growth II: Technological progress, empirics, and policy
11	Introduction to economic fluctuations
12	Aggregate demand: building and applying the IS-LM model
13	The open economy revisited
14	Aggregate supply and the short-run tradeoff between inflation and unemployment
15	Topics in macroeconomics and review
16	Final-term Test



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Syllabus

Name of Course: Management Information System

Course code: 181413

Credit value: 5

Semester and Year offered: semester 3/ year 2

Lecturer: Gusi Putu Lestara Permana,S.E.,M.Acc.,Ak.

1. Description

This unit introduce students to theory, concepts and practices related to management information system.

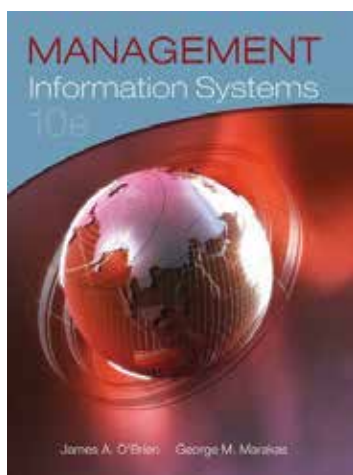
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain information system in each part of organization, (2) understand how to improve firm value toward to information system, (3) crafting a good strategies for company, (4) understand technology implement in company, (5) understand about ebusiness and ecommerce.

3. References

Compulsory:

O'Brien, James. George M Marakas. 2011. Management Informatin System.Tenth Edition. United States of America : McGraw-Hill



Recommended/Additional Reading

1. Laudon, Kenneth C. and Laudon, Jane P. 2014. Management Information Systems: Organization and Technology in the Networked Enterprise Thirteenth Edition., Pearson



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Management Information System : An Overview
2	Foundations of Information Systems in Business
3	Competing with Information Technology
4	Computer Hardware
5	Computer Software
6	Data Resource Management
7	Telecommunications and Network
8	Mid-term Test
9	e-Business Systems
10	Enterprise Business Systems
11	e-Commerce Systems
12	Developing Business/IT Strategies
13	Developing Business/IT Solutions
14	Security and Ethical Challenges
15	Enterprise and Global Management of Information Technology
16	Final-term Test

SEMESTER 4



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Syllabus

Name of Course: Leadership

Course code: 181416

Credit value: 5

Semester and Year offered: semester 4/ year 2

Lecturer: I Putu Dharmawan Pradhana, S.H.,M.M

1. Description

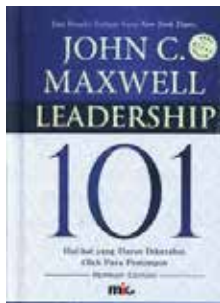
This course will provide a framework for understanding leadership from three perspectives: theoretical models of leadership, self-assessment of leadership, and being lead. Particular focus will be paid to effective leadership, including formal leadership and peer leadership. Through case studies, team exercises, assessments, and developmental activities, students can expect to critically analyze their own and others' leadership styles, and learn tools specifically designed to improve their personal leadership potential.

2. Expected Learning Outcomes

1) understand core competencies of effective leadership; 2) understand the importance of motivation, power, and team dynamics for effective leadership; 3) understand the roles of decision-making and delegation in developing leadership style; 4) apply theories of leadership in order to better understand how and why leadership works; 5) recognize situational demands for specific leadership styles, including the development of skills for leading in asymmetric or uncertain contexts; and 6) self-analyze leadership strengths and weaknesses in order to set personal leadership goals.

3. References

C.Maxwell, John. 2016. Leadership 101 : Hal-Hal Yang Harus Di Ketahui Oleh Pemimpin . New York: MIC



Recommended/Additional Reading

1. Nassim Nicholas Taleb – read the interview with Professor Taleb. Then find and read some online articles about his work. <http://www.independent.co.uk/news/business/analysis-and-features/nassim-taleb-the-blackswan-author-in-praise-of-the-risktakers-8672186.html>

2. Snowden, D, and Boone, M.(2007) *A Leader's Framework for Decision Making*, Harvard Business Review, Nov 2007 See - <http://web.lib.aalto.fi/en/journals/>
3. Nonaka, Ikujiro and Ryoko Toyama and Noboru Konno (2000) *SECI, Ba and Leadership: a Unified Model of Dynamic Knowledge Creation in Long Range Planning* 33 5-34
http://ac.els-cdn.com.libproxy.aalto.fi/S0024630199001156/1-s2.0-S0024630199001156-main.pdf?_tid=b2d76568-b91b-11e5-aa98-00000aacb35d&acdnat=1452596612_fe9_a72826b05c7c19155aa77d968fef7

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1-2	Effective leadership
3-4	The importance of motivation, power, and team dynamics for effective leadership
5-6	The roles of decision-making and delegation in developing leadership style
7	Theories of leadership in order to better understand how and why leadership works;
8	Mid-Term Test
9-10	Recognize situational demands for specific leadership styles, including the development of skills for leading in asymmetric or uncertain contexts
11-12	self-analyze leadership strengths and weaknesses in order to set personal leadership goals.
13	Case study
14-15	Presentation
16	Final-term Test



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Syllabus

Name of Course: Business Law

Course code: 181312

Credit value: 5

Semester and Year offered: semester 4/ year 2

Lecturer: Kadek Januarsa Adi Sudharma,S.H.,M.H.

1. Description

Business Law is very important to know, understand and able to implement all legal aspects in business field and work field. This subject design to widen students' perspectives about the benefit of Business Law for business

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain concepts of the law, (2) formulate and make a commercial contract, (3) understand business dispute settlement, (4) , regulation and forms of business entity both incorporated entity and unincorporated entity, (5) understand intellectual property rights, (6) understand how to negotiate access and research ethics, and (7) understand consumer protection.

3. References

Compulsory:

Abdul R. Saliman, 2014, *Hukum Bisnis Untuk Perusahaan Teori dan Contoh Kasus*, Kencana Prenadamedia Group, Jakarta.

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction
2	Commercial Contract Law
3	Performance And Tort

4	Business Dispute Settlement (Litigation)
5	Business Dispute Settlement (Non Litigation)
6	Merger Of Business Entity (Merger, Consolidation)
7	Merger Of Business Entity (Acquisition, Separation)
8	Mid-term Test
9	Regulation & Forms Of Business Entity (Unincorporated Entity)
10	Regulation & Forms Of Business Entity (Incorporated Entity)
11	Copyright
12	Patent
13	Trademark
14	Consumer Protection
15	Group Discussion
16	Final-term Test



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Syllabus

Name of Course: Strategic Management

Course code: 181405

Credit value: 5

Semester and Year offered: semester 4/ year 2

Lecturer: Ni Made Dhian Rani Yulianti, S.E., M.M.

1. Description

Strategic Management is a course that aims to provide students with an understanding of the implementation of the strategies carried out by the company in order to realize the company's vision and mission, and achieve the goals to be achieved by the company.

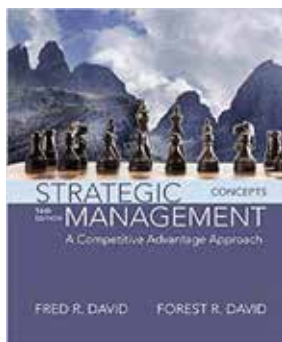
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) defining the essential of strategic management, (2) developing strategic planning, (3) know the types of strategies, (4) Analyzing vision and mission, (5) auditing the internal and external, (6) defining strategy generation and selection, (7) implementing the strategies, (8) executing the strategies, (9) monitoring the strategies, and (10) write and present project report.

3. References

Compulsory:

Fred R. David and Forest R. David. 2016. *Strategic Management: A Competitive Advantage Approach, Concepts*. Edition : 16. United State : Prentice Hall.



Recommended/Additional Reading

1. Melissa A. Schilling. 2017. *Strategic Management of Technological Innovation*. Fifth Edition. New York : McGraw-Hill Education.
2. John Pearce and Richard Robinson. 2014. *Strategic Management. Planning for Domestic & Global Competition*. Edition : 14th. New York : McGraw-Hill Education.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Strategic Management Essentials
2	Outside-USA Strategic Planning
3	Ethics, Social Responsibility, and Sustainability
4	Types of Strategies
5	Vision and Mission Analysis
6	The Internal Audit
7	Assignment
8	Mid-term Test
9	The External Audit
10	Assignment
11	Strategy Generation and Selection
12	Strategy Implementation I
13	Strategy Implementation II
14	Strategy Execution
15	Strategy Monitoring
16	Final-term Test



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Syllabus

Name of Course: Organizational Behavior

Course code: 181410

Credit value: 5

Semester and Year offered: Semester 4/Year 2

Lecturer: I Gusti Ngurah Widya Hadi Saputra, S.M., M.SM

1. Description

This unit introduce students to theory, concepts and practices related to organizational behavior for management students

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1)) explain and understand about the important role of organizational behavior is, (2) understand about diversity in organizations (3) understand the concept of job attitudes and satisfaction, (4) understand about emotions and moods, (5) understand about personality and values, (6) understand about individual perceptions and decision making, (7) understand the concept of motivation, (8) implement the concept of motivation, (9) understand about the foundation of group behaviour, (10) understand work teams, (11) understand the concept of communication in organization, (12) understand about leadership, (13) understand about power and politics in organization, (14) understand how to manage conflict and negotiate.

3. References

Compulsory:

Judge, Timothy A. & Robbins, Stephen P. 2017. *Organizational Behavior. Seventeenth Edition*. London: Pearson.



4. Method of Assessment

No.	Assessment	Marks
1.	Attendance	10 %
2.	Quiz	10 %
3.	Mid test	20 %
4.	Final test	20 %
5.	Individual assignment	10 %
6.	Group assignment	10 %
7.	Active participation in discussion	10 %
8.	Personality	10 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The nature of organizational behavior
2	Diversity in Organizations
3	Attitudes and Job Satisfaction
4	Emotions and Moods
5	Personality and Values
6	Perception and Individual Decision Making
7	Motivation Concepts
8	Mid-term Test
9	Motivation: From Concepts to Applications
10	Foundations of Group Behavior
11	Understanding Work Teams
12	Communication
13	Leadership
14	Power and Politics
15	Conflict and Negotiation
16	Final-term Test



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Syllabus

Name of Course: Integrated Risk Management

Course code: 181406

Credit value: 5

Semester and Year offered: semester 4/ year 2

Lecturer: I Putu Dharmawan Pradhana, S.H.,M.M

1. Description

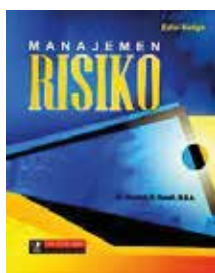
This course will provide a framework for understanding Risk Management, risk aspects in the organization and how to handle it. In this course, we will explain how to anticipate risk with two approaches; financial and non-financial approaches

2. Expected Learning Outcomes

1) understand to risk management generally; 2) having knowledge of risk management scope, 3) understand the way to identify and measure risks; 4) able to describe an ideal risk management system, 5) Able to explain certain approaches in analyzing risks, 6) Able to analyze risks with financial and non-financial approaches, 7) Understand the specific impact of certain risks, 8) Get to know more about insurance, unit links and forex

3. References

Hanafi, Mamduh M.. Manajemen Risiko., Yogyakarta: Sekolah Tinggi ilmu manajemen YKPN, Cetakan Ketiga, 2016



Recommended/Additional Reading

1. Frostdick, S. (1997). The techniques of risk analysis are insufficient in themselves", Disaster Prevention and Management. an International Journal, 165-177.
2. Risk Management Standard. (2013). Diakses pada April 10, 2015, dari Risk Management Standard: <http://www.ferma.eu/riskmanagement/standards/risk-management-standard/>.
3. Hanafi, M. (2006). Manajemen Risiko. Yogyakarta: UPP STIM YKPN. Hery. (2015). Manajemen Risiko Bisnis Enterprise Risk Management. Jakarta: Grasindo.
4. Indonesia Investment. (2015). Diakses pada September 15, 2015, from Indonesia Investment: <http://www.indonesiainvestments.com/id/bisnis/risiko/item76>.

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	An Overview of Risk Management
2	Risk Management Scope
3	Risk Identification
4	Risk Measurement
5	Risk Management System
6	Risk Management Analysis Non-Financial Approach
7	Occupational Health and Safety Risks
8	Mid-term Test
9	Crime Risk
10	Risk of Environmental Pollution
11	Marketing Risk
12	Crisis Management and anticipation plans
13	Risk Management Analysis with a Financial Approach
14	Forex Risk and Investment Risk
15	Insurance
16	Final-term Test



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Syllabus

Name of Course: Digital Business and Entrepreneurship

Course code: 181502

Credit value: 5

Semester and Year offered: semester 4/ year 2

Lecturer: Ni Made Dhian Rani Yulianti, S.E., M.M.

1. Description

This unit introduce students to theory, concepts and practices related to digital business and entrepreneurship for management and accounting students

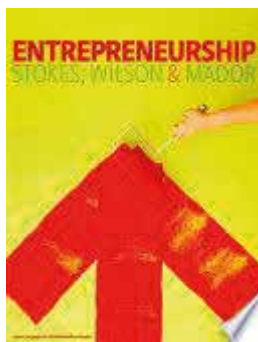
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to : (1) define the search of entrepreneurship, (2) define the properties of entrepreneurship, (3) define the link between entrepreneurship and innovation, (4) define the link between entrepreneurship and economy , (5) figure out TLC of entrepreneurship, (6) comprehend Entrepreneurs and Managing Creativity, (7) develop Entrepreneurial Networking, (8) practice Entrepreneurial Decision-Making and Planning, (9) develop Entrepreneurial Marketing, (10) define Entrepreneurial Business Models and Processes, and (11) write and present project report

3. References

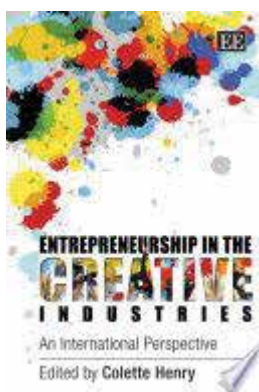
Compulsory:

David Stokes, Nick Wilson and Martha Mador. 2010. *Entrepreneurship*. United State : South-Western Cengage Learning.



Recommended/Additional Reading

1. Colette Henry. 2007. *Entrepreneurship in The Creative Industries*. An International Perspective. United Kingdom : Edward Elgar Publising Ltd.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The search for entrepreneurship
2	The properties of entrepreneurship
3	Entrepreneurship and Innovation
4	Entrepreneurship and the economy
5	Entrepreneurship in context
6	The Life Cycle of Entrepreneurship
7	Entrepreneurs and Managing Creativity
8	Mid-term Test
9	Entrepreneurial Networking
10	Entrepreneurial Decision-Making and Planning
11	Entrepreneurial Marketing
12	The Creation and Protection of Knowledge
13	The entrepreneurial Team
14	Entrepreneurial Business Models and Processes
15	Entrepreneurial Finance
16	Final-term Test



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Syllabus

Name of Course: Economic Theory

Course code: 181306

Credit value: 5

Semester and Year offered: semester 3/ year 2

Lecturer: I. G. A. A. Apsari Anandari, M.S.E.

1. Description

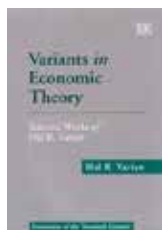
This unit introduce students to theory and concepts related to economic theory for management students

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) Introduce World Trade Overview, (2) understand Labor Productivity and Comparative Advantage: The Ricardian Model, (3) understand Specific Factors and Income Distribution, (4) understand The Heckscher-Ohlin Model, (5) understand The Standard Trade Model, (6) understand the external Economies of Scale and the International Location of Production, (7) understand Firms in the Global Economy, (8) understand The Instruments of Trade Policy, (9) understand The Political Economy of Trade Policy, (10) understand Trade Policy in Developing Countries, (11) understand Controversies in Trade Policy, (12) understand Exchange Rates and Open Economy Macroeconomics

References

Varian, Hal N. 2010, Variants in Economic Theory. California, Edward Elgar Pub



3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %

5.	Active participation in discussion	25 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction and World Trade Overview
2	Labor Productivity and Comparative Advantage: The Ricardian Model
3	Specific Factors and Income Distribution
4	Resources and Trade: The Heckscher-Ohlin Model
5	The Standard Trade Model
6	External Economies of Scale and the International Location of Production
7	REVIEW
8	Mid-term Test
9	Firms in the Global Economy: Export Decisions, Outsourcing, and Multinational Enterprises
10	The Instruments of Trade Policy
11	The Political Economy of Trade Policy
12	Trade Policy in Developing Countries
13	Controversies in Trade Policy
14	Exchange Rates and Open Economy Macroeconomics
15	Review
16	Final-term Test



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Syllabus

Name of Course: Education Of Anti Corruption

Course code: 181501

Credit value: 5

Semester and Year offered: semester 4/ year 2

Lecturer: Kadek Januarsa Adi Sudharma,S.H.,M.H.

1. Description

The Anti-Corruption Education course provides a basic concept to students, so they can understand the importance of Anti-Corruption Education and can understand the eradication of corruption and corruption eradication institutions. On this basis, understanding the basic concepts of the theory will begin with an understanding of the definitions, forms, history of corruption, factors that cause corruption, the impact of corruption, anti-corruption principles and efforts to eradicate corruption. During the lecture, students are trained to analyze concrete phenomena that occur when a corruption occurs in a country and analyzes the system of combating corruption in Indonesia.

2. Expected Learning Outcomes

After conducting the learning process in one semester, students Know and understand corruption, and the history of corruption, able to conduct a review of the impact of corruption and anti-corruption principles, and analyzing the Eradication of Corruption and the Corruption Eradication Institute.

3. References

Compulsory:

Tim Penulis Buku Pendidikan Anti Korupsi, 2011, *Pendidikan Anti Korupsi untuk Perguruan Tinggi/Anti Korupsi*, Kemendikbud, Jakarta.

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction
2	Definition, Form And History Of Corruption In Indonesia
3	Causes Of Corruption
4	Causes Of Corruption
5	Massive Impact Of Corruption
6	Massive Impact Of Corruption
7	Anti-Corruption Values And Principles
8	Mid-Term Test
9	Corruption Eradication Efforts
10	Movements, Cooperation And Several International Instruments To Prevent Corruption
11	Movements, Cooperation And Several International Instruments To Prevent Corruption
12	Corruption Acts In Indonesian Laws And Regulations
13	Corruption Acts In Indonesian Laws And Regulations
14	Roles And Student Involvement In The Anti-Corruption Movement
15	Documentation On Education Anti Corruption And Analysis Of Corruption Cases In Indonesia
16	Final-Term Test



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Syllabus

Name of Course: Taxation

Course code: 181411

Credit value: 5

Semester and Year offered: semester 4/ year 2

Lecturer: Agus Fredy Maradona, Ph.D

1. Description

This course discusses the concepts and definitions of taxation, and provides a framework for understanding the impact of implementing tax laws and regulations, on commercial financial statements, so that a comparison between commercial financial statements and fiscal financial statements is obtained. Besides that understanding of measurement, treatment and recording of assets, liabilities, income and costs based on fiscal accounting.

2. Expected Learning Outcomes

After completion of this unit, students should be able to 1) Having knowledge and understanding of basic accounting and taxation concepts, 2) Having the ability to perform calculations, recording, reporting and tax planning for corporate and personal taxpayers 3) Having knowledge of recognition and measurement in tax accounting, 4) Having the ability to carry out fiscal reconciliation

References

Compulsory:

- a. *Mardiasmo, Perpajakan, Penerbit Andi, 2016.*
- b. *Waluyo, Akuntansi Perpajakan, Edisi 4, Penerbit Salemba Empat, 2012.*
- c. *Revisi Penerbit Salemba 4, 2009.*
- d. *Peraturan Perpajakan lainnya (KMK, PMK, SE, Surat Dirjen Pajak, dll)*
- e. *Bacaan lainnya (Indonesia Tax Review, Jurnal Perpajakan Indonesia, dll)*
- f. *www.pajak.go.id, www.kanwilpajakwpbesar.go.id, www.ortax.org*

1. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

3. Unit Guide and Study Planner

Meeting	Module Topic
1	Basic concept of taxation (basic law) Law No. 28/2008 concerning KUP
2	Theory of Tax Collection / Tax Types
3	Taxation Obligations
4	Law No. 36/2008 concerning Income Tax, Subjects & Non-Subjects, Tax Objects, Tax Cutters
5	Depreciation
6	Article 6, Article 9 of Law No. 36/2008
7	Non-taxable income(PTKP) and Tax Rates
8	Mid term Exam
9	Practice / Law No. 32 / pj / 2015 Taxation Article 21/26 Income Tax
10	Income Tax (PPH) Article 22
11	Income Tax (PPH) Article 23/26
12	Article 24 Income Tax, Article 25 Income Tax and Final Income Tax
13	Value Mining Tax (VAT) and Luxury Goods Sales Tax (PPnBM)
14	Government Regulation 23 of 2018
15	Regional taxes (Law No. 28/2009, Law No. 34/2000), Stamp Duty
16	Final-term Test

SEMESTER 5



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Syllabus

Name of Course: International Business

Course code: 181308

Credit value: 5

Semester and Year offered: semester 5/ year 3

Lecturer: I Made Sindhu Yoga, S.E.,M.B.A.

1. Description

This unit introduce students to theory, concepts and philosophy related to international business

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: 1) provide an overview Introduction of International business, 2) Understand Globalization of Markets, 3) Internationalization of The firm, 4) The cultural environment of International business, 5) overview of Ethic, CSR, Sustainability, and Governance in International Business, 6) Theory of International Trade and Investment, 7) Understand Political And Legal System in National Environment, 8) Government invention and Regional Economic Integration

3. References

Compulsory:

Cavugsil S Tamer. Knight Gary. Riesenberger J. 2017. England: Pearson

4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction of International business
2	Globalization of Markets
3	Internationalization of The firm
4	The cultural environment of International business

5,6	Ethic, CSR,Sustainability, and Governance in International Business
7	Review
8	Mid Test
9,10	Theory of International Trade and Investment
11,12	Political And Legal System in National Environment
13,14	Government invention and Regional Economic Integration
15	Understanding Emerging market
16	Review
16	Final exam



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Syllabus

Name of Course: Cost Manajemen

Course code: 181407

Credit value: 5

Semester and Year offered: semester 5/ year 3

Lecturer: Putu Purnama Dewi, S.E.,M.Sc.,CSRA

1. Description

This unit introduce students to theory, concepts and philosophy related to cost manajemen

2. Expected Learning Outcomes

Students are able to describe and understanding 1) Introduction of Cost management, 2)Definition of costs, 3)Strategic analysis and strategic cost management, 4)Calculation of cost of goods sold based on activities, 5)Activity based costing, 6) Activity based management, 7)Target costing, 8) Total Quality Management(TQM), 9) Strategic cost reduction, 10)Cost based decision making, 11) Profit volume cost analysis, 12) Inventory management and 13)Decentralization

References

Compulsory:

Blocher Edward J, Chen Kung H, Cokins Gary, Lin Thomas W. 2007.Cost Management.Jakarta :Salemba Empat

3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction of Cost management
2	Definition of costs
3	Strategic analysis and strategic cost management
4	Calculation of cost of goods sold based on activities
5	Activity based costing

6	Activity based management
7	Review
8	Mid Test
9	Target costing
10	Total Quality Management(TQM)
11	Strategic cost reduction
12	Cost based decision making
13	Profit volume cost analysis
15	Inventory management
16	Decentralization
16	Final exam



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Syllabus

Name of Course: Management Research Methodology

Course code: 12205

Credit value: 5

Semester and Year offered: semester 6/ year 3

Lecturer: Luh Putu Mahyuni, Ph.D., CA., CSRA.

1. Description

This unit introduce students to theory, concepts and practices related to research methods for accounting students

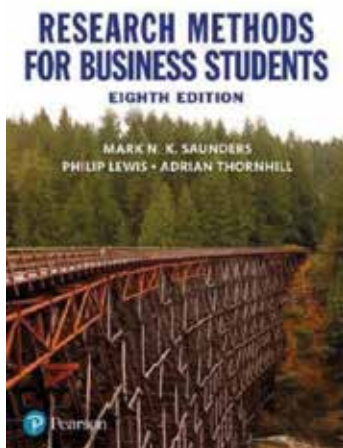
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain the nature of business, management and accounting research, (2) formulate and clarify the research topic, (3) critically reviewing the literature, (4) understand research philosophies and approaches, (5) formulate the research design, (6) understand how to negotiate access and research ethics, (7) apply proper strategies in selecting samples, (8) use secondary data, (9) collect primary data through observation, (10) collect primary data using interviews, (11) collect primary data using questionnaires, (12) analyse quantitative data, (13) analyse qualitative data, and (14) write and present project report

3. References

Compulsory:

Saunders, M.N.K, Lewis, P., and Thornhill, A. 2019. *Research Methods for Business Students*. Eight Edition. England: Pearson Education Ltd.



Recommended/Additional Reading

1. Field, Andy. 2018. *Discovering Statistics Using IBM SPSS Statistics. Fifth Revised Edition*. London: Sage Publications Ltd.
2. Alreck, Pamel L and Settle, Robert B. 2004. *The Survey Research Handbook. Third Edition*. New York: McGraw-Hill Irwin.
3. Cresswell, J.W and Clark, V.L.P. 2018. *Designing and Conducting Mixed Methods Research. Third Revised Edition*. Thousand Oaks: Sage Publications Inc.
4. Patton, M.Q. 2015. *Qualitative Research and Evaluation Methods. Fourth Revised Edition*. Thousand Oaks: Sage Publications Inc.
5. Rubin, H.J. and Rubin, I.S. 2011. *Qualitative Interviewing: The Art of Hearing Data. Third Revised Edition*. Thousand Oaks: Sage Publications Inc.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The nature of business, management and accounting research
2	Formulating and clarifying the research topic
3	Critically reviewing the literature
4	Understanding research philosophies and approaches
5	Formulating the research design
6	Negotiating access and research ethics
7	Selecting samples
8	Mid-term Test
9	Using secondary data
10	Collecting primary data through observation
11	Collecting primary data using semi-structured, in-depth and group interviews
12	Collecting primary data using questionnaires
13	Analysing quantitative data
14	Analysing qualitative data
15	Writing and presenting your project report
16	Final-term Test



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Syllabus

Name of Course: Cross Culture Understanding

Course code: 1812202

Credit value: 5

Semester and Year offered: semester 1/ year 1

Lecturer: 1. Luh Putu Mahyuni, Ph.D., CA., CSRA.
2. Ida Nyoman Basmantra, S.Pd., M.Pd.

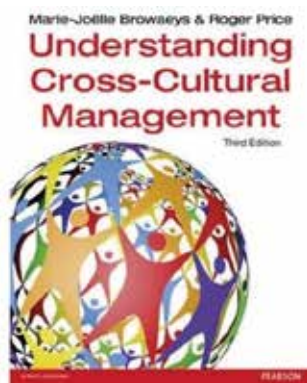
1. Description

This unit introduce students to theory, concepts and practices related to understanding cross-cultural management

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain cultural dimensions in the business context, (2) identify culture dilemmas when making decisions, (3) understand a model of culture based on cultural value orientations, (4) understand corporate structures, leadership and strategy, (5) explain cultural change in organisations, (6) explain how culture is implemented in international marketing management, (7) understand cultural diversity in organisations, business communication across cultures, barriers to intercultural communication, (8) understand the methods of negotiating internationally and working with international teams, (9) understand how to manage conflicts, cultural differences and develop intercultural communicative competence.

3. Reference: Marie-Joelle Browaeys & Roger Price. 2015. *Understanding Cross-cultural Management*. Third Edition. UK: Pearson Education Ltd.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	20 %
3.	Individual assignment	20 %
4.	Group assignment & presentation	15 %
5.	Active participation in discussion	35 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Cultural dimensions in the business context <ul style="list-style-type: none">✓ Determinants of culture✓ Dimensions of culture: Hofstede and GLOBE
2	Culture dilemmas when making decisions <ul style="list-style-type: none">✓ Business cultures in the Western world✓ Business cultures in Asia, Africa and the Middle East✓ Cultural dimensions and dilemmas
3	A model of culture based on cultural value orientations Culture and styles of management
4	Case study discussion: The Alizee case
5	Culture - corporate structures, leadership and strategy
6	Cultural change in organisations
7	Culture and international marketing management
8	Mid-term test
9	Cultural diversity in organisations
10	Case study discussion: Making cultural profiles of brands
11	Business communication across cultures
12	Barriers to intercultural communication
13	✓ Negotiating internationally ✓ Working with international teams
14	✓ Conflicts and cultural differences ✓ Developing intercultural communicative competence
15	Case study: Creating chemistry
16	Final-term test



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Syllabus

Name of Course: Supply Chain Management

Course code: 181412

Credit value: 5

Semester and Year offered: semester 5/ year 3

Lecturer: I Made Sindhu Yoga,S.E.,M.B.A

1. Description

This unit introduce students to theory, concepts and philosophy related to supply chain management

2. Expected Learning Outcomes

Students are able to describe and understanding Supply Chain Management, Basic concepts of Supply chain management, Optimization, Forecasting, Role of SCM Information Technology, Inventory Management and SCM Performance Measurement

References

Compulsory:

Anantan Lina. 2018. Supply Chain Management Edisi Revisi.Jakarta :Alfabeta

3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction and Terminology of SCM
2	Basic Concepts and Management of SCM
3	Competitive Advantage of SCM
4	SCM Lead time concept
5	Supply Chain Management
6	Optimization of SCM
7	Forecasting
8	Mid Test
9	SCM Strategy Implications
10	Partnership

11	The Role of SCM Information Technology
12	Transportation Method
13	Integrated Information System and SCM Information Technology Collaboration
14	Inventory Management
15	SCM Performance Measurement
16	Final exam



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Syllabus

Name of Course: Managerial Economics

Course code: 181310

Credit value: 5

Semester and Year offered: 5st Semester /3rd Year

Lecturer : Ida Ayu Iswari Pidada, S.St.,Par., M.M

1. Description

This course provides students with knowledge, skills and abilities regarding the application of microeconomic principles to managerial decision making, including analysis and forecasting of demand, analysis of production and costs, pricing, market structure, risks and uncertainties and capital budgeting

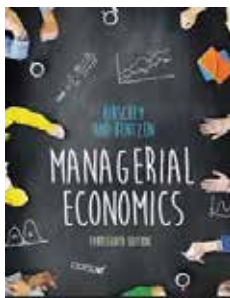
2. Expected Learning Outcomes

After attending this course, students will be able to: (1) Provide a full theme in managerial decision making. (2) Provide managerial topics and tools that can be used in managerial decision making (3) show how managerial decisions in the real world.

3. References

Compulsory:

Hirschey, Mark. 2016 . Managerial Economics: An Integrative Approach. 14th edition, Cengage Learning.



Recommended/Additional Reading

1. Salvatore, Dominick. 2006. Ekonomi Manajerial. Penerbit Salemba Empat.
2. Keat, Paul G dan Philip K.Y Young. 1996. Managerial Economics. Prentice Hall International
3. Binger, Brian R dan Elizabeth Hoffman. 1988. Microeconomics with Calculus. Scott, Foresman and Company.
4. Hanke, John E dan Arthur G Reitsch. 1998. Business Forecasting. Prentice Hall

4. Method of Assessment

No.	Assessment	Marks
1.	Presence	10 %
2.	Small test (quiz)	10 %
3.	Middle exam	15 %
4.	Final Exam	25 %
5.	Individual Task	10 %
6.	Group Task	10 %
7.	Active in Discussion	10 %
8.	Afektive / Personality	10 %
Total		100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction
2	decision making theory
3	market demand of global and digital era
4	supply and Equilibrium
5	Demand Estimation
6	elasticity and relation with Total Revenue
7	Customer behavior
8	Mid-term Test
9	Producers Behavior
10	Cost Analysis
11	total Revenue and Maximum profit
12	Perfect Competition market
13	Monopoly Market
14	Monopolistic and Oligopoly market
15	Investment Project Industry analysis
16	Final-term Test



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Syllabus

Name of Course: Entrepreneurship

Course code: 181503

Credit value: 5

Semester and Year offered: semester 5/ year 3

Lecturer: Ni Made Dhian Rani Yulianti, S.E., M.M.

1. Description

This unit introduce students to theory, concepts and practices related to digital business and entrepreneurship for management and accounting students

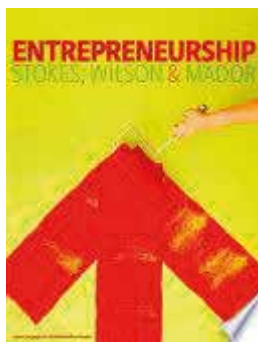
2. Expected Learning Outcomes

On successful completion of this unit, students should be able to : (1) define the search of entrepreneurship, (2) define the properties of entrepreneurship, (3) define the link between entrepreneurship and innovation, (4) define the link between entrepreneurship and economy , (5) figure out TLC of entrepreneurship, (6) comprehend Entrepreneurs and Managing Creativity, (7) develop Entrepreneurial Networking, (8) practice Entrepreneurial Decision-Making and Planning, (9) develop Entrepreneurial Marketing, (10) define Entrepreneurial Business Models and Processes, and (11) write and present project report

3. References

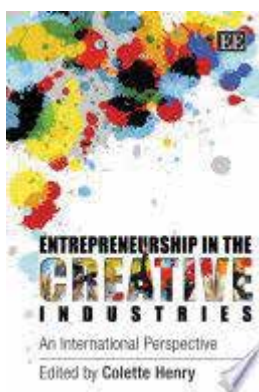
Compulsory:

David Stokes, Nick Wilson and Martha Mador. 2010. *Entrepreneurship*. United State : South-Western Cengage Learning.



Recommended/Additional Reading

1. Colette Henry. 2007. *Entrepreneurship in The Creative Industries*. An International Perspective. United Kingdom : Edward Elgar Publising Ltd.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The search for entrepreneurship
2	The properties of entrepreneurship
3	Entrepreneurship and Innovation
4	Entrepreneurship and the economy
5	Entrepreneurship in context
6	The Life Cycle of Entrepreneurship
7	Entrepreneurs and Managing Creativity
8	Mid-term Test
9	Entrepreneurial Networking
10	Entrepreneurial Decision-Making and Planning
11	Entrepreneurial Marketing
12	The Creation and Protection of Knowledge
13	The entrepreneurial Team
14	Entrepreneurial Business Models and Processes
15	Entrepreneurial Finance
16	Final-term Test



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Syllabus

Name of Course: Corporate Valuation

Course code: 181418

Credit value: 5

Semester and Year offered: semester 5/years 3

Lecturer:

1. Description

This unit introduce students to theory, concepts and practices related to firm, debt and equity valuation methods from both a conceptual and practical framework.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) Understand Creating Economic Value , (2) Understand Measuring Value & Analyzing Financial Statements, (3) understand Free Cash Flow Basics and the SCF, (4) understand Creating a Financial Model, (5) understand Forecasting and Free Cash Flow Measurement, (6) understand The APV and WACC DCF Valuation Methods (7) understand Free Cash Flow Analysis, (8) understand Cost of Equity Capital (9) understand Levering and Unlevering

References

1. Brealey, Myers, and Allen, Principles of Corporate Finance, Ninth Edition, New York, McGraw Hill.

3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	15 %
2.	Individual assignment	15 %
3.	Group assignment	20 %
4.	Group works presentation	25 %
5.	Active participation in discussion	25 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Topic
1	Introduction
2	Creating Economic Value
3	Measuring Value & Analyzing Financial Statements
4,5	Free Cash Flow Basics and the SCF
6.	Creating a Financial Model

7.	Review
8.	MID TERM EXAM
9,10	Forecasting and Free Cash Flow Measurement
11,12	The APV and WACC DCF Valuation Method
13	Free Cash Flow Analysis
14	Cost of Equity Capital
15	Levering and Unlevering
16.	FINAL EXAM

SEMESTER 6



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Syllabus

Name of Course: Budgeting

Course code: 181409

Credit value: 5

Semester and Year offered: semester 6/years 3

Lecturer: Desak Made Febri Purnama Sari, S.E.,M.M

1. Description

This unit introduce students to theory, concepts and practices related to make a company budget and be able to apply it in the real life of the work world.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) Understand Operational Budget and financial budget, (2) Understand Sales Forecast, (3) Understand Sales Budget, (4) Understand introduction Budget, (5) Understand Raw material Budget, (6) Understand Budget Direct and BOP Costs, (7) Understand Operational Cost Budget, (8) Understand Cash Budget and Receivable Budget,(9) Inventory and Budget Changes in Asset Budget, (10) Debt Budget and Capital Change, (11) understand Variable Budget, (12) Financial statements

References

3. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	15 %
2.	Individual assignment	15 %
3.	Group assignment	20 %
4.	Group works presentation	25 %
5.	Active participation in discussion	25 %
	Total	100%

4. Unit Guide and Study Planner

Meeting	Topic
1	Introduction
2	Operational Budget and financial budget
3	Sales Forecast
4	Sales Budget
5	introduction Budget
6.	Raw material Budget

7.	Budget Direct and BOP Costs
8.	MID TERM EXAM
9.	Operational Cost Budget
10.	Cash Budget and Receivable Budget
11.	Inventory and Budget Changes in Asset Budget
12.	Debt Budget and Capital Change
13.	Variable Budget
14.	Financial statements
15.	Financial statements
16.	FINAL EXAM



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Syllabus

Name of Course: Cooperative Economic

Course code: 11308

Credit value: 5

Semester and Year offered: Semester 5/Years 3

Lecturer: I Gusti Ngurah Widya Hadi Saputra, S.M., M.SM

1. Description

This unit introduce students to theory, concepts and practices related to cooperative economic for management students

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1)) explain and understand about the nature of cooperative economic as "Soko Guru" of national economic in Indonesia, (2) understand about the development of cooperative globally and in Indonesia, (3) understand about the fundamentals and principles of cooperative economic, (4) understand and describe about types of cooperatives, (5) understand and describe about important factors in establishing cooperation, (6) understand about basic budgeting of cooperation, (7) understand about cooperation membership, (8) understand and describe about managing cooperation, (9) understand how to supervise cooperation, (10) understand about technical implementation of cooperation, (11) understand and describe the cooperation capital, (12) understand about how to use Sisa Hasil Usaha (SHU), (13) explain and understand about the differences in cooperation with the company, (14) explain and describing their research result of cooperative economic.

3. References

Recommended/Additional Reading

1. Anoraga, Pandji dan Ninik, Widiyanti. 2007. *Dinamika Koperasi*. Jakarta : PT. Rineka Cipta.
2. Baswir, Revindson. 2013. *Koperasi Indonesia*. Yogyakarta : BPFE
3. Hendrojogi. 2015. *Koperasi: Asas-asas, Teori, dan Praktik*. Jakarta : PT. Raja Grafindo Persada.
4. Kusnadi, Hendar. 2005. *Ekonomi Koperasi*. Jakarta : Fakultas Ekonomi UI.
5. Sukamdiyo, Ign. 1996. *Manajemen Koperasi*. Jakarta : Erlangga.
6. Simangunsong, Ridhon., Lumantobing, Juliana dan Purba, Elvis F. 2002. *Ekonomi Koperasi*. Universitas HKPB Nommensen.

4. Method of Assessment

No.	Assessment	Marks
1.	Attendance	10 %
2.	Quiz	10 %
3.	Mid test	20 %
4.	Final test	20 %
5.	Individual assignment	10 %
6.	Group assignment	10 %
7.	Active participation in discussion	10 %
8.	Personality	10 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	The nature of business environment
2	Demographic environment
3	Marketing, production, HR and management environment
4	Financial, R & D, information systems and culture
5	The character of a country's economic environment and its influence
6	The influence of the social environment in a business organization
7	The influence of the cultural environment in a business organization
8	Mid-term Test
9	The character of a country's political environment and its impact
10	The influence of the technological environment
11	Resources in business organizations
12	The environmental characteristics of a state government and its effect
13	Business ethics and responsibilities
14	The global exchange environment
15	Global financial environment
16	Final-term Test



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Syllabus

Name of Course: Tourism and Leisure Management

Course code: 181309

Credit value: 5

Semester and Year offered: semester 6/ year 3

Lecturer: Putu Ratna Juwita Sari, S.E.,M.Par

1. Description

This unit introduce students to theory, concepts and philosophy related to tourism and leisure management

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain Tourism Concept, (2) understand Multi Component Tourism Industry, (3) understand about Travel Agency and Activities, (4) understand Meetings, Incentives, Conference,exhibitions (MICE) , (5) understand Enterpreneur Tourism Based on Business Competencies,(6) understand Indicators for Hospitality Tourism, (7) explain about Hotels and Restaurants, (8) Community Based Tourism

3. References

Compulsory:

Pitana,I Gede & Gayatri.G.2005.Sosiologi Pariwisata.Jogjakarta.Andi

Utama, I Gusti Bagus Rai Utama. 2017.Pemasaran Pariwisata.Jogjakarta.Andi



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Tourism Concept
2	Multi Component Tourism Industry
3	Travel Agency and Activities
4&5	Meetings, Incentives, Conference,exhibitions (MICE)
6	Entrepreneur Tourism Based on Business Competencies
7	Hotels and Restaurants,
8	Mid-term Test
9	Indicators for Hospitality Tourism
10	Digital Tourism
11	Community Based Tourism
12	Tourism Sustainable Development
13	Ecological Sustainability
14	Cultural Sustainability
15	Economic Sustainability
16	Final-term Test



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Syllabus

Name of Course: Sustainable Business

Course code: 18.14.10

Credit value: 5

Semester and Year offered: semester 6/ year 3

Lecturer: Putu Dyah Permatha Korry, S.E., M.M.

1. Description

This unit introduce students to theory, concepts and practices related to sustainable business for management students.

2. Expected Learning Outcomes

On successful completion of this course, students should be able to: (1) explain the Important Impacts of Technology Development for Business,(2) understand Market Search Techniques and issues related to business development, (3) understand Government regulations and strategic issues related to business risk and sustainability, (4) understand Sustainable company, (5) understand business sustainability

3. References

Compulsory:

Kopnina Helen and John Blewitt.2014.Sustainable Business.Key Business.Routeldge



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	15 %
2.	Final-term Test	25 %
3.	Individual assignment	10 %
4.	Group assignment	10 %

5.	Active participation in discussion	10 %
6.	Practice	10 %
7.	Presence	10 %
8.	Personality	10 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Introduction
2	Important Impacts of Technology Development for Business
3	Market Search Techniques and issues related to business development
4	Government regulations and strategic issues related to business risk and sustainability
5	Sustainable company
6	Measuring sustainable business
7	Start up business integration
8	Mid-test
9	Funding and capital options for business sustainability
10	Prototype development of future businesses
11	Future technology development strategies
12	Promotion Strategy for business development
13	Future Business Plan Integration
14	Presentation
15	Presentation
16	Final Exam



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Syllabus

Name of Course: Business Plan Preparation

Course coden : 18.14.14

Credit value : 5

Semester and Year offered: semester 6/ year 3

Lecturer: Putu Purnama Dewi, S.E., M.Si., CSRA.

1. Description

This unit introduce students to theory, concepts and practices related to prepare for the plan of new business.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) explain the scope of business plan, (2) formulate the business ideas, (3) analysing business development, (4) analysing the business environmental, (5) formulate the strategy and policy, (6) making production plan, marketing plan, financial plan and joint business plan with partners.

3. References

1. Bruce R. Barringer, *Preparing Effective Business Plan*, second edition
2. *How to Prepare a Business Plan*
3. *Business Plan Template*
4. Hery, *Perencanaan Bisnis*, 2018, Grasindo
5. Muchtar A.F., *Menyusun Bisnis Plan dan Rencana Aksi*, 2014, Penerbit Yrama Widya



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	15 %
2.	Final-term Test	25 %
3.	Individual assignment	10 %
4.	Group assignment	10 %

5.	Active participation in discussion	10 %
6.	Personality	10 %
7.	Quiz	10 %
8.	Attendance	10 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Explanation about syllabus and lecturing contract
2	Scope of Business Plans
3	The Steps to Prepare a Business Plan
4	Selection of Business Ideas
5	Internal and External Environmental Analysis
6	Strategy and Policy
7	Business Development Analysis
8	Mid-term Test
9	Production Plan
10	Marketing Plan
11	Organizational Planning and Human Resources
12	Business Colaboration Planning
13	Financial Planning and Financial Estimation
14	Risk of Business Plan
15	Business Model Canvas
16	Final-term Test